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A National Newspaper for Every Branch of the Industry

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DETROIT

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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EMPLOYMENT IN INDUSTRY HOLDS TO DEC. FIGURES

Further Improvement Seen in Automobile Plants This Month

Special from A. D. N. Washington Bureau

WASHINGTON, Feb. 15.—The January index of industrial conditions throughout the country compared favorably with the December standard, with the exception of a lesser volume of employment in the major industries.

This was revealed today in the monthly survey of the United States Employment Service of the Department of Labor.

The automobile industry, in some localities, recalled furloughed workers, with indications of further improvement this month, it is stated. In Michigan several of the automobile and accessory manufacturing plants are reported operating on part time schedules.

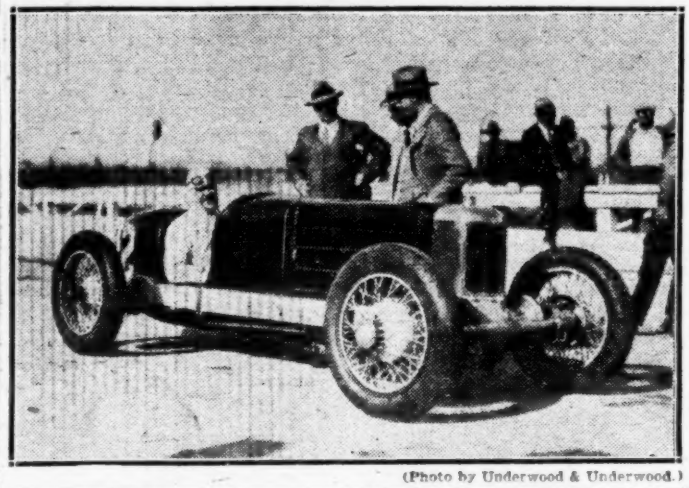
In the Detroit industrial district there is a surplus of skilled and unskilled labor. Several automobile plants are operating below normal. An increase in the volume of employment in the motor metropolis

(Continued on Page 12.)

Judgment for Use Of Rust Proof Patent By Ford $362,846

Detroit, Feb. 15.—The Parker Rust Proof Company of this city has just been awarded a judgment of $362,846.42 against the Ford Motor Company for unwarranted use of patented oxidation process on steel and iron. The amount was fixed yesterday by Master in Chancery Sayers and follows a Federal Court decision in favor of the Parker cmopany, which had filed its suit in September, 1921, asking $2,000,000.

BREAKS TRACK RECORD. Leon Duray, race driver, seated in the Miller front-drive special in which he set a new record on the Culver City, Cal., speedway by covering a mile and one-quarter in thirty-two and three-fifths seconds. He is being congratulated by H. H. Halbriter and Art Cline, A. A. A. timers, and Fred Wagner, starter.



(Photo by Underwood & Underwood.)

Legislatures Slow to Accept Compulsory Car Insurance, A.A.A. Finds

By FRANCIS P. DAILY

WASHINGTON, Feb. 15.—Reports reaching the national headquarters of the American Automobile Association from affiliated clubs in states where there are legislative issues over the proposal for compulsory automobile insurance indicate that most legislatures are expected to reject the plan in its radical forms, or seek postponement of the issue, unless a sane and effective alternative can be presented.

The action of the Ohio state Legislature in voting down in committee a proposal for compulsory automobile insurance was characterized in a statement by the A. A. A. as "a death blow to radicalism," thus again indorsing the stand taken by Automotive Daily News.

The defeat administered in Ohio

(Continued on Page 12.)

AUTOCAR CO. TO ELECT NEW PRESIDENT FRIDAY

Philadelphia, Feb. 15.—C. S. Newall and R. P. Page, Jr., were elected to the board of the Autocar Company, filling vacancies caused by the death in January of L. L. Woodward, president, and retirement of E. A. Fitts. The board will meet for organization Friday, when a successor of Mr. Woodward will be named and other officers elected.

Velie Expanding Its Sales Force

Moline, Ill., Feb. 15.—Further carrying out its sales expansion program for 1927, the Velie Motors Corporation has appointed G. B. Field as district representative for the Central Western states, known as the Kansas City district.

The Velie company also added R. R. Robertson to its sales staff. He will have charge of the company's expansion program in the Southeastern territory, known as the Philadelphia district.

EXHIBIT 175 MODELS AT ATLANTIC CITY CAR SHOW

Atlantic City, N. J., Feb. 15.—Atlantic City is exhibiting 175 models, not the usual bathing beauties, but the latest in motor cars, at the eleventh annual auomobile show this week at the Million Dollar Pier, under the auspices of the Atlantic City Automobile Dealers Association.

COLOR SCHEME AND LIGHTING EFFECTS WILL MAKE BOSTON EXHIBIT BRILLIANT AFFAIR

By B. E. ESTERS
A. D. N. Correspondent

BOSTON, Feb. 15.—Lavish decorations, both inside and out of Mechanics Building, are the scheme announced by General Manager Chester I. Campbell for the Silver Jubilee of the Boston Automobile Show here from March 5 to 12.

Lights and color will form an adequate setting to the brilliant color schemes on many of the new models as the central motif of the idea.

Grand Hall, which is the largest hall in the building, will have the most elaborate decorative effects that have yet been seen at a Boston automobile show, according to the plans as now arranged. In the very center of the hall will be a small balcony, raised on posts. Arched bridges will lead from the balconies on three sides of the hall facing the stage to this center balcony, and an orchestra will furnish music from this balcony at all hours of the [illegible]

On the outside of the building two large semi-circles of lights attached to a standard, with rays shooting up toward the tops of the building, will announce the silver jubilee. The background will be painted in seven colors, and lights themselves will be many-hued. This is the largest outside illumination idea ever to be carried out for this show.

The automobile salon at the Copley Plaza, devoted to the higher priced cars, is now complete, and will be the usual feature. This salon is open from March 7 to 11

(Continued on Page 12.)

R. L. Samuel Heads New Olds Branch at St. Louis

St. Louis, Feb. 15.—Establishment of a St. Louis branch of Olds Motor Works is announced by D. S. Eddins, vice-president and general sales manager of Oldsmobile. The new branch will conduct a wholesale business only and will have as its territory the metropolitan district of St. Louis, the southern section of Illinois and the eastern part of Missouri.

R. L. Samuel, formerly assistant branch manager of the Minneapolis branch Olds Motor Works, has been appointed manager of the St. Louis branch.

R. L. Samuel

For the past nine years Mr. Samuel has been affiliated with the General Motors Corporation, starting in February, 1918, with the Samson tractor division. In June of that year he was appointed manager of the Fargo (N. D.) branch of the tractor division. Later he was engaged as personal territory representative of D. S. Stimson, Chevrolet zone manager at Minneapolis, in which capacity he served for three years. He was also affiliated with the Northwestern Oldsmobile Company, Minneapolis, for a year.

Mr. Samuel was succeeded as assistant manager of the Minneapolis branch by Ralph O. Hervey.

GAS TAXES COLLECTED

Philadelphia, Feb. 15.—In the last six months of 1926 the state collected gasoline taxes amounting to $6,515,165, and $11,767,575 was collected for the entire year.

$15,000,000 in Sales At Minneapolis Show

Minneapolis, Feb. 15.—Dealers today estimated that $15,000,000 worth of sales were made to the public and dealers during the automobile show just held here. This is a 10 per cent. increase over last year, indicating the increased buying power of the Northwest. All previous attendance records were broken, more than 130,000 attending this year as compared to 127,000 last year.

Manufacturers Liable For Defective Brakes

Special from A. D. N. Washington Bureau

Washington, Feb. 15.—The District Court for the Northern District of Ohio has decided that manufacturers of automobiles and trucks with defective brakes are liable for damages for negligence, according to a report received today by the Department of Justice.

"An automobile negligently constructed falls within the same class as poisons, explosives and noxious foods which are by their nature inherently dangerous," says Judge Westenhaver in his opinion.

The decision was given in the case of Fay L. Kramer, employee of the Purity Baking Company of Akron, driver of a G. M. C. truck, who was injured when the brakes slipped, the General Motors Truck Company being held liable for damages.

Kramer charged that the manufacturers were negligent in making and selling a truck equipped with defective brakes. The decision settles the long-standing question as to whether the original manufacturer of a motor vehicle is liable to a remote user, sustaining in the purchaser no contractual

(Continued on Page 12)

Southworth New Head of A.M.A. of New York, Inc.

New York, Feb. 15.—A. G. Southworth, general manager of the New York branch of the Buick Motor Company, was elected president of the Automobile Merchants' Association of New York, Inc., at the board of directors meeting held yesterday.

A. G. Southworth

Other officers elected were: First vice-president, C. B. Warren, president of the Warren Nash Motor Corporation; second vice-president, H. Happersberg, manager of the Garford Motor Truck Company (re-elected), and secretary-treasurer, J. B. Hulett, president of the Hulett Motor Car Company (re-elected), Harry G. Bragg was continued in office as general manager.

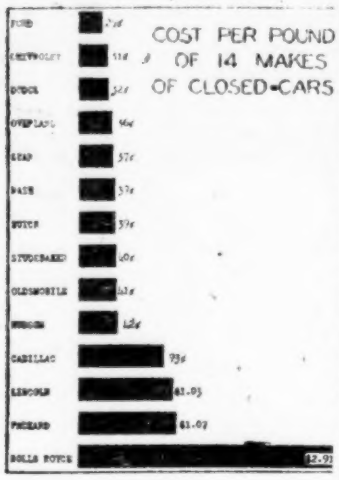
At the same session the directors adopted a resolution protesting the proposed state gasoline tax of 2 cents a gallon as an added and unfair burden on the motor vehicle owner.

Per Pound Cost of Automobiles Is Low

CLEVELAND, Feb. 15.—The American automobile, finest example of modern American workmanship, costs less per pound than most kinds of relatively crude machinery.

This was revealed today by Col. Leonard P. Ayres, vice-president of the Cleveland Trust Company, and nationally known industrial statistician.

"Twenty-five years ago a good bicycle weighed twenty-five pounds and cost $100, which was $4 per



pound," Col. Ayres said. "The workmanship of the modern automobile is much finer than that of the old bicycle, and the materials are of higher grade, but the cost per unit of weight is much less.

"In point of fact, the cost per pound of the automobile is lower than that of many kinds of relatively crude machinery."

Referring to the accompanying chart, Col Ayres said:—

"In the diagram each black bar is proportional in length to the cost per pound of a given make of five-passenger closed car at current prices. The first five show the prices per unit weight of five makes of relatively inexpensive four-cylinder automobiles. They range from 25 cents for the Ford up to 37 cents for the Star.

"The next five cars are popular six-cylinder makes, and the costs are very nearly equal. They range from 39 cents to 42 cents per pound.

"The last four makes listed are high priced and, of course, the Rolls-Royce is so much so as hardly to be in the class of the other three. The Cadillac, Lincoln and the Packard are all eight-cylinder makes and their cost per pound is about two and one-half times as great as that of the six-cylinder cars.

"The Rolls-Royce, in turn, costs about three times as much per pound as these three aristocrats, about seven times as much as the popular sixes and nearly twelve times as much per pound as the Ford."

WICHITA SHOW DATES

Wichita, Kan., Feb. 15. — The Wichita Automobile Show has been set for March 7 to 12.

Canada Hopes for Oil Development

Montreal, Feb. 15.—Less than 1 per cent. of Canada's annual consumption of gasoline and petroleum oil is produced from Canadian crude oils, the balance being imported in the crude and refined states. Dr. Charles Comsell, deputy minister of the Federal Department of Mines, is the authority for the statement that the petroleum oil fields that have so far been found and developed in Canada have produced during a period of sixty-five years some 27,000,000 barrels of crude petroleum, or less than 2½ per cent. of the present annual world output.

It is obvious then that oil fields have not yet been found in Canada that may be compared in extent of output with the great oil fields of other parts of the world. "However," he adds, "intensive prospecting is under way at the present time, the results of which, particularly those of the Turner Valley field in Alberta, with its phenomenal individual well output of light oils and gas, are highly encouraging, and indicate possibilities for the future discovery of natural oils in great volume."

There are surface indications that the largest oil pool in the world may yet be discovered in the Canadian Northwest. Indeed, a number of prominent geologists have predicted this.

Whatever the future may reveal as to Canada's petroleum oil resources, Dr. Comsell points out that this country is rich in potential resources of oil, which will undoubtedly be utilized when the world's petroleum fields begin to show actually serious diminution of output and approaching exhaustion.

CLARKSDALE DEALERS FORM NEW ASSOCIATION

Clarksdale, Miss., Feb. 15.—Local dealers have organized the Clarksdale Automobile Dealers' Association, which is to hold meetings twice a month.

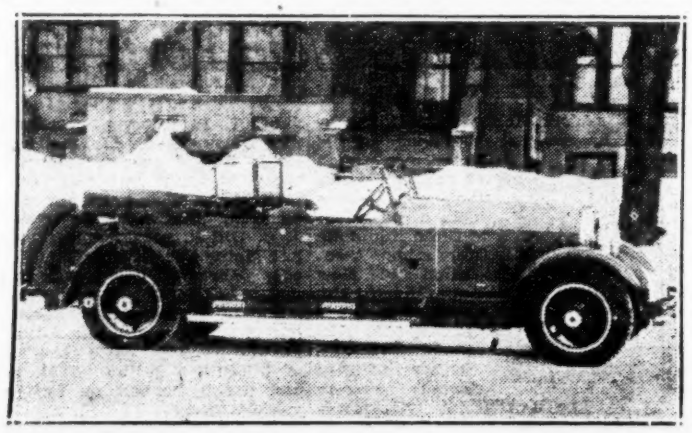
Officers elected are as follows: J. H. Hooks, president; R. N. Hopson, vice-president; W. E. Rust, secretary and treasurer.

MILWAUKEE NOW BOASTS OWNERSHIP OF 74,000 CARS

Milwaukee, Wis., Feb. 15.—Milwaukee owns about $28,000,000 worth of automobiles, which is an estimated increase of $3,000,000 over last year, according to Louis A. Arnold, tax commissioner.

The total number of cars in Milwaukee is about 74,000, which is about 6,000 more than were assessed last year.

NEW KISSEL TOURSTER. Below is shown the Kissel Tourster, which is now being made in the six and eight-cylinder styles. The prices range from $1,895 to $2,395 and up.



SPARKS from DETROIT

Honor for Waterfall

* * *

Advertising Detroit

* * *

Foreign Visitors

* * *

Oil Supply

Walter Boynton—Detroit Editor

ARTHUR T. WATERFALL, vice-president of Dodge Bros,. Inc., was recently elected president of the Detroit Athletic Club, thus adding another to his already numerous duties in the community. Mr. Waterfall's public spirit is well known. He is voluntarily devoting a considerable amount of time to acting as overseer of the city traffic, which presents many problems, owing to Detroit's artistic plan, involving angling streets. Under his supervision a recent traffic survey was made, which developed enough information never before gained to make it possible to lay out a comprehensive and intelligent plan for bettering traffic conditions here.

* * *

C. F. KETTERING, whose name looms large in the automotive industry, is heading a committee that will raise $1,000,000 to attract conventions to Detroit and to advertise the city generally over a period of three years. Mr. Waterfall is one of the vice-chairmen. Other members of the committee who are well known in the automotive business are Thomas S. Merrill, secretary of General Motors, who is president of the Board of Commerce; William E. Metzger, vice-president of the Federal Motor Truck Company; Verne Burnett, secretary of the institutional advertising committee of General Motors; W. R. Angell, executive vice-president of Continental Motors Corporation.

Detroit has done pretty well in the matter of conventions already. In 1926 there were 352 here and 1,500,000 tourists visited the city. The committee will begin active work February 28 and the period between April 6 and April 16 will be devoted to raising the fund required. Working with the committee will be L. J. Van Schoick, new convention secretary of the Convention League, who was formerly head of safety and traffic activities of the Detroit Automobile Club.

* * *

Truly, the movement for good roads knows no limits. A measure is before Congress calling for the development of a highway that will stretch from Canada through the United States, Mexico, Central America and South America, linking nineteen countries together.

* * *

Foreign visitors are numerous at the Detroit automobile plants, where parties from overseas in all directions are constantly coming to see and to absorb what they can of modern American production methods. Over 13 per cent. of visitors to the Cadillac plant in 1926, for example, came from lands abroad. Germany sent the largest number, and Europe generally and South America supplied many. England, New Zealand and France were well represented. Every continent except Africa sent visitors to the plant.

Among the many was Krishnamurti, the native of India who was acclaimed by at least one cult as possessed of almost divine attributes. Knowing something of the Indian temperament, I cannot help but wonder what the effect on him was. Representing a religious faith whose outstanding tenet is acquiescence in existing conditions, this young man must have had a curious reaction from seeing those marvelous machines, with their steady output of automobiles, designed to annihilate distance and to alter so extremely the world conditions of Krishnamurti's forefathers.

* * *

When there is nothing else to worry about, the gloomy may find pleasant occupation in speculating on how long it will be before the world's petroleum supply will run out and all of the motor vehicles stop. The fact that apprehension is ungrounded need have no deterrent effect upon their meditations. Authorities are, for once, at least, united in the statement that decline in petroleum output will be gradual and that proper substitutes now already available will supplement and eventually replace petroleum products.

Shale oil, alcohol, coal distillates are among those relied upon. Something has already been said about the enormous deposits of oil-bearing shale, and surely as a nation we have had more than eight years of constant familiarity with alcohol of various kinds. Modern chemists have gone far in their extraction of coal distillates and one by one the bogies of the automotive industry are being relegated to oblivion.

The question of a proper balance between production and merchandising is probably the outstanding problem before us today; and improvement in the product itself and in its economy of operation.

* * *

Just as surely as a light casts the shadow of an object before it, so does the automobile propagate good roads. Our neighboring province of Ontario built more than 500 miles of improved roads in 1926, and this feat is held by those in a position to know to be largely responsible for the increased sales of motor vehicles in the province, the Dominion's most densely populated district.

Domestic sales in Canada in 1926 increased by 43,947 units, while exports were increased by only 1,581. The Canadians are buying cars for their own use and are operating them over constantly improving roads.

MINNEAPOLIS IS BIG AUTOMOTIVE JOBBING CENTER

Leads in Distribution Of Cars and Replacement Parts

By D. E. LURTON
Minneapolis Correspondent

MINNEAPOLIS, Feb. 15.—Minneapolis as a distributing center of automotive products in 1926 fluctuated between first and second place in all the cities of the United States with a total volume of approximately $411,000,000, according to A. N. Benson, secretary of the Minnesota Motor Trade Association.

Included in this figure are:—

Automobiles and trucks	$150,000,000
Accessories	15,000,000
Agricultural Implements	150,000,000
Petroleum products	160,000,000
Automotive hardware	16,000,000
Tires	20,0000,000

More automobiles and replacement equipment were distributed from Minneapolis in 1926 than any other city in the world, with the possible exception of Detroit, Mich., Mr. Benson stated, while only Akron, O., exceeded the total volume of tire shipments which left Minneapolis as a distributing center.

"Minneapolis has become the distributing point which it is today because of the ease with which shipments can leave the city," he said. "It is the last large city on the way to the West Coast, and is known as the gateway to the Northwest by all Eastern shippers.

"Minneapolis has some of the largest distributors in the country, who, with their large capital, assist in making Minneapolis a powerful distribution point."

Among the products made here for the auto trades are jacks, pumps, pistons and piston rings, axle shifts, motor maintenance equipment, visors, tire patches, radiators, heaters, fan belts, radiator hose, friction tape, cements, rubber floor mats, soap oils, shellacs, trucks and car bodies.

Territory served by Minneapolis reaches into Wisconsin, the Dakotas, Montana and Iowa.

DAYTON SECTION S. A. E. TO MEET ON MARCH 1

Dayton, O., Feb. 15.—The February meeting of the Dayton section of Automotive Engineers is to be held March 1 as J. H. Hunt, the newly elected president of the society, is to speak before the Dayton Engineers' Club at that time.

Arrangements have been made for making this a joint meeting between the Engineers' Club and the Dayton section of the Society of Automotive Engineers. An honorary dinner will be held previous to the talk by Mr. Hunt.

Activities in the Passenger Car Field

Car Sales Show Gains For 1926 in Carolinas

By J. H. MONTE
A. D. N. Correspondent

RALEIGH, N. C., Feb. 15.—New car sales showed a gain of 1 per cent. in North Carolina and ½ per cent. in South Carolina for the year 1926 over 1925, according to comparative figures announced here tonight by C. W. Roberts, secretary of the North Carolina Automotive Trade Association.

Sales in North Carolina for the first nine months last year were approximately 3,000 larger than the 1925 total, but abnormal business during October and November, 1925, compared with only normal sales for those months last year, dissipated the lead piled up early in 1926. The 1926 sale was 65,285—a gain of 789 cars over 1925 total of 64,496.

South Carolina sales, on the other hand, were larger the last quarter of 1926 than for the corresponding period in 1925. While 1925 sales were in the lead at the end of September the annual total forged ahead, the figures being: 1926, 27,194; 1925, 27,053—a gain of 141 cars.

Heavy declines in Ford sales and big increases in Chevrolet business featured the reports in both state. North Carolina Ford sales last year were 34,061—a decrease of 8,413 from 1925's total of 42,474. In South Carolina the 1926 registration was 15,390, compared with 18,524 in 1925—a decline of 3,134 cars. North Carolina Ford sales were off 20 per cent. and South Carolina 17 per cent.

North Carolina 1926 Chevrolet sales were 10,884, a gain of 5,109 over 1925's sale of 5,775, or 88 per cent. South Carolina Chevrolet sales more than doubled the last year, registration being 4,835, compared with 1,962 in 1925—a gain of 2,873, or 146 per cent.

Combined Oakland and Pontiac sales of 851 cars, a gain of 664 units or 455 per cent., represented the greatest percentage of increase of the year, according to figures contained in a survey listing nineteen leading lines. The survey, Mr. Roberts discloses, shows that twelve lines gained and seven lost ground during the year.

Although the actual number of cars sold last year was less than 800 more than during 1925 Mr. Roberts expressed the opinion that dealers generally experienced much better business than in 1925, due to fewer "long trades" and to a more general application of sound business principles. Dealer mortality was also less than in former years, he said.

"While the used car problem is still the fly in the dealer's ointment," Mr. Roberts said, "real progress toward eliminating this evil was made during the past year. Many dealers have adopted a policy of refusing to take a second-hand car on a trade-in for a new machine on any basis other than placing the old car on their floor and selling it for the highest price they can secure.

"The industry, in the Carolinas, as well as nationally, is fast becoming more stable. In North Carolina alone the 1926 automotive business was in excess of $700,000,000, of which more than $101,000,000 was in Charlotte."

In spite of the big decline in Fords in North Carolina, sales of this make car were still greater than the entire registration of all makes in South Carolina for the past year.

The survey showed gains for twelve cars and losses for seven as follows:—

Make	1925	1926
Oakland-Pontiac	187	851
Chevrolet	5,776	10,884
Chrysler	1,107	2,070
Packard	188	284
Cadillac	198	291
Star	639	996
Buick	2,518	3,509
Nash-Ajax	1,603	1,594
Oldsmobile	448	619
Dodge	3,126	4,260
Essex	1,787	2,169
Willys-Knight	256	291
Hudson	1,504	1,530
Overland-Whippet	846	724
Jewett	85	68
Ford	42,474	34,061
Hupmobile	202	149
Reo	177	118
Studebaker	1,154	674
Other makes	741	471
Total	64,496	65,285

London Corporation Formed to Handle Franklin in England

Syracuse, N. Y., Feb. 15.—The Franklin Motor Company of England was incorporated recently to handle Franklin automobile sales and service in England, Wales, Scotland and Ireland. The main showroom and service depot will be maintained at London, while a branch will be opened in Edinburgh.

A. J. T. Taylor, chairman of A. Johnson & Co., ship owners; managing director of the Underfeed Stoker Company; director of International Combustion Company, Ltd., and chairman of Ruth's Accumulator Company of New York, is president of the new organization. John Anderson is managing director, while H. Edmond Plaister, well known English automobile race, is London manager.

NEW OLDS BRANCH

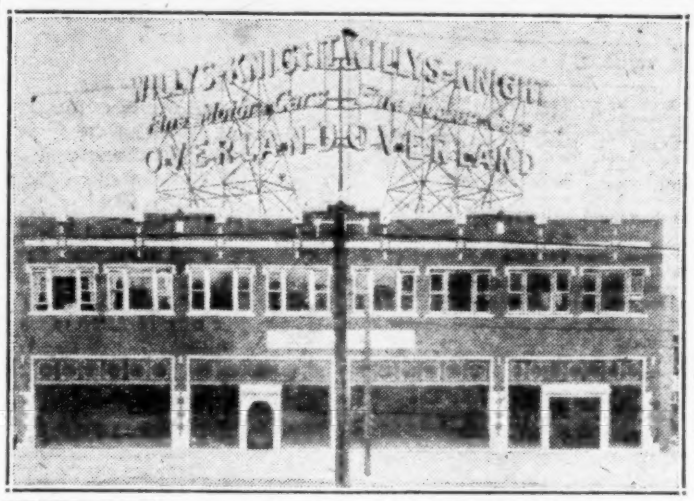
St. Louis, Feb. 15.—The Olds Motor Works has opened a factory branch here to "meet the growing preference for the Oldsmobile six in this territory, to better serve the people of eastern Missouri and southern Illinois and to provide a central parts depot, as well as a wholesale headquarters for the line," according to company officials.

SPRINGFIELD SHOW

Springfield, Mass., Feb. 15.—Springfield's twelfth annual automobile show will be held the week of February 28 to March 5 in the Auditorium.

DWIGHT N. HERSEY, newly appointed manager for the Oakland Motor Company of New England.

FACTORY BRANCH. The retail department of the Willys-Overland factory branch at Denver, Col., is shown below. The establishment has been taken over by John H. Gordon, for many years connected with the Dodge Brothers organization as a sales executive. The new company will be operated under the name of John Gordon, Inc., and will include Denver and surrounding territory.



WILLYS-OVERLAND PLANS SPRING SHOWING

Toledo, O., Feb. 15.—Willys-Overland dealers throughout the nation are centering their efforts on the advance spring showing of Willys-Knight sixes and four and six cylinder Whippets to be held simultaneously in all parts of the country during the week of February 21. This exhibit is an unusual event in the automobile field and one that is attracting wide interest.

The advanced showing follows the record sales that have been registered in all sections of the country, the influx orders for Willys-Knights and Whippets forcing an increase in the car building schedules at the Toledo factory to meet the demands of dealers and motor car buyers.

SALES MEETINGS HELD

Hartford, Conn., Feb. 15.—Weekly sales meetings of the Willys-Knight, Overland and Whippet dealers are being held here. The first of these meetings was held in the Bon Annex, the subject for discussion being retailing. J. E. Mitchell of the New York Willys-Overland branch was the speaker.

G. M. Distributor Adds New Firm In Philadelphia

Philadelphia, Feb. 15.—The W. V. Faunce Corporation of Pittsburgh, one of the largest distributors of General Motors Products, has bought out the entire interests in this territory of the Larson-Oldsmobile Company, where it will distribute the Olds. W. V. Faunce will personally direct operations, but is retaining the Larson organization, with Fred G. Seitz as general manager. The personnel of the local organization, however, will be enlarged.

While heretofore the Faunce Corporation has been principally known to Philadelphia. In 1917 Pittsburgh and in Chicago and surrounding territory, it is not unknown in Philadelphia. OIn 1917 it came here and opened with the first Nash line at Broad and Callowhill Streets, also representing the line in Pittsburgh. After handling the Nash for several years, Faunce decided to concentrate on General Motors products. He was associated with the Oakland and Oldsmobile lines in Pittsburgh and Concinnati.

The territory which the Faunce organizations now control for General Motors products includes Pennsylvania, Delaware, southern New Jersey, eastern portions of Maryland, the northern half of West Virginia, several counties in Virginia and the river counties of Ohio. Faunce's home is in Palm Beach, Fla., but his main headquarters is in the McCormick Building, Chicago, for the management of various business enterprises.

for Economical Transportation

CHEVROLET

Carrying the lowest prices ever placed on truly quality automobiles, the Most Beautiful Chevrolet has created an entirely new conception of quality at low cost---and, as a result, the sales and profits of Chevrolet dealers are attaining new and spectacular heights.

Touring	$525	Coach	$595
Roadster	$525	Sedan	$695
Coupe	$625	Landau	$745

Sport Cabriolet $715

All prices f. o. b. Flint, Michigan.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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Leaping Without Looking

IN a recent issue of the Automotive Daily News we printed a strong plea by the National Automobile Chamber of Commerce for a more careful consideration of the matter of compulsory insurance before we stage a general adoption of the idea. At the present moment there are compulsory insurance bills under consideration in twenty-one out of the forty-two state legislatures that are in session.

All these bills contain about the same proviso, which is that every automobile owner shall be compelled to take out liability insurance before he shall be permitted to register and operate his vehicle on the highways of the state.

The N. A. C. C. takes the position that nothing is yet known as to how successful the compulsory insurance idea is going to be in actual operation. The Massachusetts law, which started all this flood of insurance legislation, has been in actual use only about a month, though it was passed in 1925. The interval has been necessary to effect the machinery for carrying out the provisions of the law.

There is not the slightest reason for believing that compulsory insurance will cut down the accident toll. The knowledge that he is protected personally from the effects of his carelessness is likely to make the careless driver even more reckless than he has been. There are no statistics available to show in how many cases of accident the owner of the car has lacked financial responsibility to pay for the results of his own carelessness. Many insurance men believe that the financially irresponsible are only a very small percentage of the whole.

It is estimated that compulsory insurance in the states which are now considering such legislation would cost motor vehicle owners $605,000,000 *per annum. Motor vehicle owners are now paying the states a total of* $750,000,000 *per annum in license fees for the privilege of operating their cars and trucks. Add to this the proposed impost for insurance and car owners would be paying nearly* $1,500,000,000 *per year merely for the right to operate their cars, not counting the vast sums which must be expended in gasoline, oils, tires, repairs and the other costs of operation. All this establishes a definite obstacle to the development of motor transportation.*

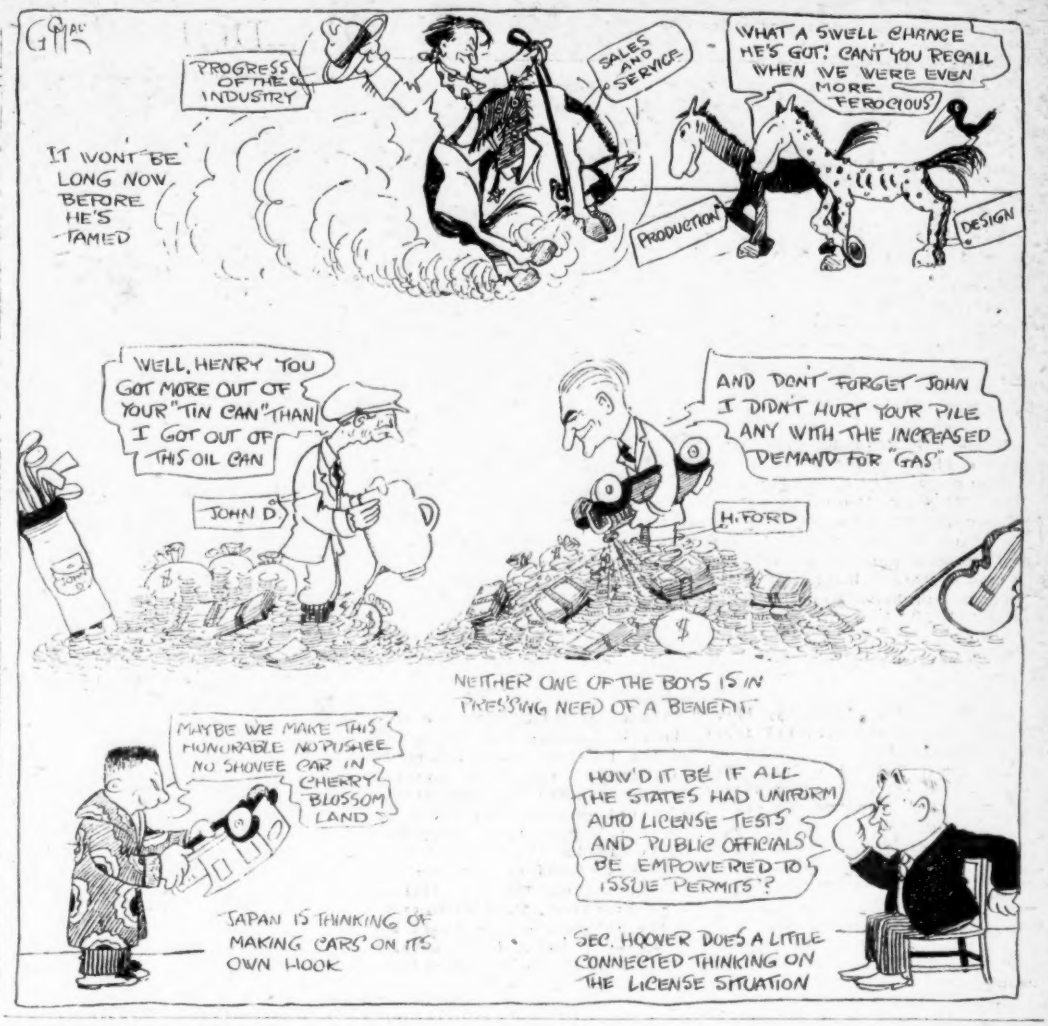
There is another danger connected with compulsory insurance, which has not been stressed as it should have been. If this legislation becomes general throughout the country, it is wholly possible that the insurance companies would not be able to handle the business that would be thrust upon them. It might be necessary for the states to assume the task of supplying insurance to their motor vehicle owners. This would put the states in business on a plane that has never before been attempted.

This flood of compulsory insurance legislation is only what might have been expected. Show a state legislature a new method of getting more money out of its people and there is only one answer.

There is only one position for the states to take at the present moment, as the Automotive Daily News has pointed out many times. That is one of watchful waiting. Massachusetts is showing us this legislation in actual operation. In heaven's name, let us wait and see how it works out before we all jump into it. One month of operation means nothing. Half the cars in Massachusetts have not been registered this year and will not be until spring comes. It will take at least a year, insurance men say three years, to prove whether the Bay State law is a success or an abject failure.

Watch the experiment before instituting more

Here and There in the Trade Headlines—by MacConachie



The Automotive Forum

THE AUTOMOTIVE DAILY NEWS is glad to receive letters from its readers on topics of interest to the trade. We shall be glad to publish such letters as seem to have general interest. Obviously the Automotive Daily News must disclaim responsibility for views expressed by its readers. Readers of the Automotive Daily News—this is YOUR DEPARTMENT. Use it in discussion of your problems, without fear or favor.

SATURATION

Editor Automotive Daily News:—

It makes me weary to read all these ever-recurring remarks and allusions to the saturation point in the automobile market. I am an old timer and remember how that bogy was held up to our admiring eyes more than a dozen years or so ago, when there were, say, a million cars in the country. It's the bunk.

The thing that a lot of these economists and other wisenheimers don't seem to realize is that, unlike the famous one-hoss shay, the average car some time or other breaks down but never wears out. And that in ninety-nine cases out of 100, a person who has become used to owning and running a car will replace it when it doesn't any longer come up to his ideas of operating efficiency and economy.

Besides, who ever heard of a saturation point anywhere? For 150 years people have bought pianos, for instance. Now a piano, as a general proposition, lasts a lifetime. Just the same there are scores and scores of piano factories busy making just one instrument after another, without ever reaching a saturation point. The same with tables, chairs, and hundreds of other products. You might say that these goods are broken up or wear out. They certainly don't get subjected to as much wear and tear as automobiles.

Just one more example. Take a simple metal article like a safety pin. It is made, every year, in billions. I never saw any one throw a safety pin away. They are hard to lose. You rarely witness one being broken. And still the saturation point has not been reached. Let's forget about it and just sell cars, and more cars, and then some more cars still. B. WARE.

Jacksonville, Fla.

MARMON ON EQUIPMENT

Editor Automotive Daily News:—

We do not believe that the omission of equipment would strengthen our dealers' situation in any respect. On the contrary, it does not give them as favorable a sales proposition as they now have with a fully equipped car. This equipment can be manufactured into the car much better than it can be added by the dealer. We have a uniformity of appearance and a uniformity of equipment which is of value. It also enables us to have a uniformity of destination price, which would be impossible if we permitted the dealer to use such equipment as he desired, or, in some events, omit it altogether.

Marmon dealers are in thorough accord with this opinion.

H. H. BROOKS,
General Sales Director.

LEGISLATION

Editor Automotive Daily News:—We keep on hearing about a lot of new and experimental legislation in most of the states affecting the status and freedom and pocketbooks of car owners, from the operator of a lone lizzie to the biggest fleet owner. Gasoline taxes, compulsory insurance and various other blessings are imposed on the public as if the ownership of a motor vehicle in 1927 were a condition as criminal as being "a malefactor of great wealth" was considered twenty years ago.

Once upon a time Americans made a considerable to-do about taxation without representation, but I guess that's exactly what the automobile public and trade are getting every day.

In backward Europe, in countries where car registration does not run into millions but only into thousands, legislators think at least twice before stepping on the toes of the automobile public and business. Of course, this is due to the live and organized interest of the people affected. Why can't we, through the industry and trade, wake up the twenty-odd million car owners and their families to a defense of their just rights against the politicians?

The average cost of car ownership in America, everything considered, is about $500 a year, probably. Granting that it is worth a lot more, this does not, to my mind, give a license to every fly-by-night legislator in forty-eight states to set up a cry of "sock 'em" and to devise a way for extra automobiling expense, without either asking the motor public or giving it its money's worth.

It's up to manufacturers, car dealers, garages, service men and everybody in our business to wake up our retail customers, or taxation will help America reach what all other conditions are unable to bring about—the "saturation point." J. BRADY.

Newark, N. J.

In one particular we think that our correspondent is wrong. "In backward Europe" legislators most certainly do step on the toes of the automobile public and business. And the European car owner or manufacturer has little chance of redress, because their numbers are so small that their voting strength can be ignored by greedy legislators. In this country legislators also step on the toes of the automobile public and business, as our correspondent intimates. They are stepping harder all the time. This compulsory insurance furor may well be the straw that breaks the camel's back. And it is our own fault if we continue to allow legislators to walk on our feet, because we have the voting strength to send these gentry back to work, which is the one thing they dread most of all. The only thing we need is organization of the automotive vote, and continued encroachment by the legislators will force this in self-defense.—The Editor.

CRUDE OIL OUTPUT

New York, Feb. 15.—California crude oil production in the week ended February 12 averaged 641,500 barrels daily, a decline of 7,000 daily from the preceding week.

Incorporations

ILLINOIS

Springfield, Feb. 15.—New Illinois automotive incorporations are:—

Chicago State Company, 208 South La Salle St., Chicago, 500 shares no par value; Raymond J. Friend, James F. de la Motte, Joseph Gabler; erect, build and operate garages and deal in automobiles and vehicles.

J. G. Schroll & Co., 5 South Wabash Ave., Chicago, $10,000; Jerome J. Sladkey, William H. Murphy, William B. Gemmill; forwarding, transferring, delivery business of parcels, packages, merchandise, etc.

Inland Oil Products Company, Chicago, changed name to Inland Oil Company and enlarged object.

The M & T Motor Company, 4024 Argyle St., Chicago, $20,000; Emil Mack, Theresa Trost, Adolph Trost; general garage and automobile motor storage business.

Peoria Autobody Repair Company, 111 2d Ave., Peoria, $26,000; John E. Fried, G. E. Cumming, E. J. Galbraith, manufacture and deal in motor vehicles and all parts thereof.

Wheeler Motor Company, Maywood, increased capital stock from $10,000 to $25,000.

McDougall & Finitzo, Inc., 4759 West 63d St., Chicago; 100 shares no par value; John M. Cameron, E. C. Leach, John R. Heath; deal in oils, gasolines and automobile supplies.

Ridge Motor Sales Company, 1823 Ridge Ave., Evanston, $10,000; Willys E. Camerson, Mattie T. Reichelt, Morris S. Reichelt; deal in motor vehicles, equipment and supplies.

Continental Auto Underwriters, Inc., Springfield, changed name to Continental Underwriters Company.

Willard Refining Company, 11 South La Salle St., Chicago, $100,000; mine, drill for, produce, rectify, refine, deal in and sell natural oils and all kinds of petroleum products and other minerals.

Englewood Overland Company, Chicago, changed name to H. J. Mapp, Inc.; increased capital stock from $10,000 to $25,000.

The Braun Company, 32 South Clinton St., Chicago, 500 shares no par value; W. C. Braun, M. S. Braun, C. H. Welles; conduct and carry on the business of manufacturing, buying, selling, assembling and otherwise dealing in radio and automobile supplies, radio and automobile equipment, etc.

Popper & Summers Motor Corporation, 9228 South Chicago Ave., Chicago, $20,000; Madelyne Ciroux, Dana Summers, Edward Popper; maintain and operate a general dealership for automobiles and motor vehicles of all kinds and their accessories.

Streator Cab and Transfer Company, 113 North Sterling St., Streator, $4,000; conduct a general local and long distance taxi and transfer business; Clarence C. Goss, William Schultz, Frank J. Harrison.

United Service Stations Company, 446 First National Bank Building, Aurora, $100,000; F. H. Riddle, D. D. Raymond, W. R. Culver; operate service stations for dealing in oils, gas, etc., and operate bulk storage plants.

Illini Motor Company, Springfield; increased capital stock from $20,000 to $40,000.

Excelsior Oil Corporation, room 804, 189 West Madison St., Chicago, 50 shares no par value; Milo J. Frye, Alberney W. Frye, Harry N. McFarlane; deal in oils, operate pipes, pipe lines, storage tanks, pumps, trucks, etc.

Progress Cartage Company, 5006 Grace St., Chicago, $10,000; engage in general hauling and trucking service business; deal in coal, building materials and cinders; Walter I. Deffenbaugh, James Mann Miller, Edmund J. Meagher.

Sincerity Tire and Rubber Company, Chicago, dissolved.

Illinois Tire and Rubber Company, 1354 South Wabash Ave., Chicago, $8,000; to buy, sell and exchange automobile tires and automobile accessories; Hyman Friend, Morris Brown, Wm. P. Brown.

Hamilton County Oil Company, McLeansboro, $15,000, retail and wholesale sale of kerosene, gasoline, etc.; D. S. Ledbetter, E. C. Ledbetter, C. P. Poland.

Perfection Gear Company, 213 North Morgan St., Chicago, $150,000; to manufacture and sell gears, chains and automobile accessories; David Davis, David H. Daskal, G. H. Daskal.

Great American Motor Club, 1789 Ogden Ave., Chicago; to furnish towing, repair, gasoline and oil service to members; O. G. Tomme, S. H. Perlman, H. H. Krueger.

Calumet Auto Sheet Metal Works, Inc., Chicago; changed name to Calumet Body Company, Inc.

Bauer Motor Cab Company, room 1657, 38 South Dearborn St., Chicago, $10,000; to own, rent, lease and operate automobiles, auto trucks and motor vehicles for hire; Harold A. Smith, Guy A. Gladson, Charles Calderini.

Garage Equipment Company, 30 North La Salle St., Chicago, $1,000; to manufacture and deal in and install garage equipment of every kind and description; F. E. Gairing, H. M. Valentine, Stella K. Valentine.

Thaleg & Hock, Inc., 236 North Clark St., Chicago, $20,000; to carry on the business of consulting and contracting engineers, manufacture, install, sell and lease automobiles and vehicles of all kinds, etc.; Oscar E. Thaleg, John Henry Hock, Lydia Budcha.

West Frankfort Hudson-Essex Sales Company, 405 West Main St., West Frankfort, $20,000; to engage in the automobile and garage business; W. A. Kelly, Roger G. Kelly, Rose B. Bartmes, Plesant Bradley.

NEW JERSEY

Trenton, Feb. 15.—The following automotive concerns have been chartered here:—

Federal Plaza Parking, Newark, store automobiles; $100,000; Morris E. Birer, Harry Frazin and Barney Piken.

Transportation Products Company, Inc., Newark, $10,000; Henry M. Hogan, Anthony J. Russo and Albert M. Levert.

Plainfield Auto Electric Service, Inc., Plainfield, auto electric service; $25,000; Boris Gorkin, Samuel Sack and David Schaelder.

Newark Transfer Company, Newark, 100 shares no par value; Harry Griffinger, Margaret M. Caffrey and Maurice M. Rockliss.

De Luxe Auto Body Company, Inc., $100,000; Union City; Paul Wiskedensky, Stephen Sulak and Fred Goldstein.

Ocean Service Motor, Lakewood, $20,000; John N. Halsart, Margaret M. Halsart, Horace Fisher and Alma Fisher.

Spark Plug Products Corporation, Jersey City, automobile supplies; $125,000; Irving Eisenberg.

New Jersey and New York Interstate Bus Association, Montclair, buses; 1,000 shares no par value; John H. Stoddard, Richard H. Wilson and Clarence A. Stoddard.

Citizens Service Company, Newark, motor cars; $10,000 preferred and 100 shares no par; Ernest A. Kron, Ralph Kroft and Abe Siorota.

Branch Brook Service Station, Inc., Newark, deal in tires; $100,000; John O. Muller.

Keystone Automobile Club of New Jersey, Stacy-Trent Hotel, Trenton; $10,000; Frank J. Wetzel, John T. Flanagan, J. Herbert Norris and Newton A. K. Bugbee.

Schaffer's Garage, Inc., Elizabeth, garage; $125,000; Charles J. Schaffer, Everett W. Schaffer and Anna Schaffer.

Checker Service Station, North Woodbury, service station; $100,000; Francis J. Smith, Madelene B. Smith and Clarence J. Wright.

A. D. Washburn Brothers, Inc., Westfield, auto supplies; $100,000; Adolphus D. Washburn, Fay B. Washburn, Harold S. Washburn and Alan Colyer.

Schoonmaker Trucking and Repair Company, Jersey City, trucking; 1,000 shares no par value; Isaac W. Goodwin.

DEALER DOINGS

NASH-BUFFALO OPENS USED CAR DIVISION

Buffalo, N. Y., Feb. 15.—The Nash - Buffalo Corporation has opeped a new used car division at 655 Main St., to be operated in connection with the corporation's distributing offices and dealership in automobile row of Main Street.

TAKES ON WILLYS-KNIGHT AND WHIPPET SALES

Kansas City, Feb. 15.—The Frank Warner Motor Company, former Ford dealer, is now handling the Willys-Knight and Whippet cars. The company is headed by Frank Warner.

NEW OWNER AND QUARTERS FOR USED CAR BUSINESS

Tacoma, Wash., Feb. 15.—The used car business conducted for three years at 424 St. Helens Ave. under the name of Elmer E. Vergowe has been moved to 1006 South Tacoma Ave., where it will be operated under the name of Vergowe's Car Exchange. Elmer E. Vergowe, who now is head of Harbor Motors, Inc., Olympia, Shelton, Aberdeen and Hoquiam Star car dealer, has disposed of the Tacoma business to Harry Vergowe.

NEW WILLYS-KNIGHT DEALER IN ALTOONA, PA.

Altoona, Pa., Feb. 15.—The Guyer-O'Neill Overland Company, composed of Blair B. Guyer and Lawrence E. O'Neill, for the past two years located at Hollidaysburg, has been appointed the Altoona dealer for the Willys-Knight and has established a sales and service station at 2307-09 Union Ave. The firm will continue its sales and service station at Hollidaysburg

HUDSON-ESSEX DEALER OPENS AT NIAGARA FALLS

Niagara Falls, N. Y., Feb. 15.—The Vine-Martyr Company, Inc., has just been established as a new Hudson-Essex dealership here, with showrooms at 1227 Main St.

Personal Items

RICE TO DIRECT SALES

Los Angeles, Feb. 15.—Ray Rice has just been named sales manager for James L. Dixon, Chevrolet dealer on West Pico Street. For four years Mr. Rice was with the sales staff of the V. C. Norris Motor Sales Company, Oklahoma City. The last two years he has been with the J. V. Baldwin Company, Chevrolet dealer.

COSLEY BACK ON JOB

Chicago, Feb. 15.—Stacey H. Cosley, 25, has returned to the sales force of the James Levy Motor Company after a three months' vacation. He is one of Chicago's best known automobile salesmen and is said to know 100,000 persons by name.

THOMPSON PROMOTED

Tacoma, Wash., Feb. 15.—A. E. Thompson, who since January, 1924, has been a member of the sales force of the C. W. Reid Motor Company, Tacoma Ford dealer, has just been promoted to sales manager. He came here in 1917 from Minneapolis.

WILSON IN NEW POST

Portland, Ore., Feb. 15.—Cam T. Wilson, formerly manager of the Ford dealership owned by William L. Hughson, which recently sold out to the Allen-Goodsell Company, has joined the Dunning Motor Company, authorized Ford dealer, as assistant manager.

MAYNARD TO BE MANAGER

Montesano, Wash., Feb. 15.—William Maynard has resigned his position with Whitney's, local automobile firm with which he has been associated for the last five years, and will assume the local managership for the Ashby Chevrolet Company, which is to open a garage on property recently purchased at Pioneer Avenue West and 3d Street South.

CATE TO DIRECT SALES

Fresno, Cal., Feb. 15.—Clyde E. Cate, salesman, has been appointed sales manager for the Mustar Motor Company, Oakland and Pontiac dealers.

BARRY JOINS G. M. A. C.

St. Louis, Feb. 15.—John Barry has joined the financial sales department of General Motors Acceptance Corporation here. He will travel in the southern Illinois, southern Indiana and Kentucky districts.

Improvements

TO BUILD NEW HOME

Tupelo, Miss., Feb. 15.—A modern two-story business home is to be erected here in the near future for the Buchanan Motor Company, on South Spring Street.

DISTRIBUTOR MOVING

Hartford, Conn., Feb. 15.—Aaron Cohen, Inc., distributor of the Locomobile and Oldsmobile, is moving to the new sales and service building, at the corner of Park and Hudson Streets. The new quarters provide a great increase in floor space.

BUILDING ADDITION

Myerstown, Pa., Feb. 15.—The Myerstown Motor Company, Willys-Knight and Whippet dealer, is building a fireproof addition, 73 by 96 feet, to its present building. H. J. Snyder, manager of this concern, said this was necessary due to increased sales.

DOUBLING FLOOR SPACE

Llaperch, Pa., Feb. 15.—W. P. Garrett, local Chevrolet dealer, is making changes to his showroom, which will give him more than double the amount of floor space he had previously.

AGAIN IMPROVED

12 Models Under $1,000

5 Fours • • • 7 Sixes

HAYES-HUNT BODIES

COMPOUND FLEETRUCK

FOUR FORWARD SPEEDS

$950

TON CHASSIS

Low-cost Transportation

Star Cars

Improved Four and Six

DURANT MOTORS, Inc. General Sales Dept., Elizabeth, N.J.

News of the Accessories and Parts Field

GOWNS INFLUENCE CAR BODY COLORS

Seaman Discusses New Trends in Decoration And Output

Milwaukee, Wis., Feb. 15.—Color tips from milady's gowns are the rule with body manufacturers in the automobile industry today, and body manufacturers are consulting color experts to get harmonious hues, according to the new trend outlined by Irving Seaman of the Seaman Body Company, exclusive manufacturer of closed bodies for the Nash Motors Company.

Women's bright hued gowns and foreign ideas are this year invading motordom to a surprising extent Mr. Seaman declared, and body manufacturers are passing over the funeral black.

Mr. Seaman also noted the change in the business trend in the automobile industry thus far this year. "There is a decidedly different condition in the automotive trade this year," he declared. "A year ago orders were piled up, but this year the companies are showing a pronounced tendency to feel their way, being more conservative in their ordering."

Speaking of his own company Mr. Seaman declared that more bodies would be produced in 1927 than in the record 1926. Many departments are working on twenty-four-hour shifts to turn out the body demand for Nash. The company is employing 4,500 men at the present time, with an increase of another 1,000 by the end of the month very probable, it was indicated.

Battery Dealers Open Till 9 in Hartford

Hartford, Conn., Feb. 15.—Hartford battery dealers who are members of the Hartford Battery Dealers' Association have decided to keep open all day Sunday and each week day evening until 9 o'clock.

CLEVELAND PISTON CO. OPENS CHICAGO BRANCH

Cleveland, Feb. 15.—A direct factory branch of the Cleveland Piston and Manufacturing Company has been opened in Chicago to serve the Middle West, according to notices to jobbers sent out by J. F. Black, assistant general manager.

The new branch is located at 1427 South Michigan Ave., and will carry a complete line of Cleveland Lynite pistons and connecting rods and Cleveland Quality pins and cast iron pistons, Mr. Black said.

HUSKY WRENCH CO. ADDS FLOOR SPACE

Milwaukee, Wis., Feb. 15.—Additional floor space has been obtained by the Husky Wrench Company, manufacturer of automotive and industrial tools, to take care of increased business.

At the annual meeting John G. Zummach was elected president and treasurer; Siegmund Mandl, vice-president, and Joseph O. Wirtish, secretary. The board of directors elected follows: John G. Zummach, Siegmund Mandl, Joseph O. Wirtish, William Clausen, Edwin A. Reddlemann, H. W. Zummach and F. J. Kuplak.

New Garage in Rochester Is Rushed With Business

Rochester Auto Inns, Inc. (shown in the above picture), the [illegible] story concrete, steel-reinforced ramp garage, which was opened about a month ago in this city, has been so rushed with business that already it has been necessary to make large increases in the service staff and equipment.

Irving W. Steele is secretary and treasurer of the Rochester Inns, Inc.

Every modern convenience has been incorporated into the service of the Inns.

During the time a car is parked in the garage the windshield is wiped and the amount of gas and oil is inspected, and more added if necessary. A uniformed chauffeur service can be supplied at a nominal fee. Cars will be called for or delivered to any part of the city. A lobby is furnished for patrons awaiting the delivery or washing of their cars and parcels can be checked free of charge.

An average number of seventy-five cars are washed at the garage daily.

Elastic Glass for Cars Made by Scientist

London, Feb. 15.—A material which bids fair to find widespread use for making the panes of windows, windshields, etc., has recently been perfected. Pollopas, developed by Dr. Fritz Pollak of Gena, Germany, has the transparency of ordinary glass, it is claimed, but is so elastic that one may thrust the hand through it without hurt, and a ball made of the material is said to rebound undamagaed from a hard surface.

At a recent meeting of the Society of Dyers and Colorists Prof. E. C. C. Baly of Liverpool University stated that this "unsplinterable and highly elastic glass" may be produced at a cost of less than one-tenth of that of shatterproof glass now on the market. Another feature of Pollopas is that, made into glasslike sheets, it withstands the pressure of sudden intensive blasts, which makes it particularly desirable for covering port holes and dead lights in the navy.

Dr. Pollak's Pollopas is a condensation product of formaldehyde and urea.

Another extensive field open to Pollopas, it is stated, is its possible use for finishing coachwork. Its liquid form has already been successfully applied as a lacquer.

TO HANDLE STROMBERG IN SOUTHWEST TEXAS

San Antonio, Tex., Feb. 15.—The Allen Electric Company has just been named distributor for Stromberg carburetors and other equipment in southwest Texas, according to G. C. Cross, manager. This firm specializes in electrical products and has a well established trade throughout this part of the state. The addition of the Stromberg line will make it one of the largest automotive establishments in this section.

PEDRICK PISTON RINGS

Seattle, Wash., Feb. 15.—The Hoge Piston & Ring Company, Pike and Belmont, has been appointed exclusive distributor in Washington for Pedrick piston rings.

NEW HEADLAMP TESTED IN CANADA

Demonstrate Automatic Gate for Railway Crossings Also

Montreal, Feb. 15.—Among the new devices brought to the attention of the manager of tests and contests of the Ontario Motor League recently by Canadians were two of great interest.

C. B. Lewis of Toronto demonstrated one of these, the Auto Oval Light, a new automobile headlamp. This device as applied in the test car practically eliminated all dangerous glare. It is covered by patents both in Canada and the United States and further patents are pending.

The reflector is so constructed that the reflection of light is oval in formation, projecting a clearly defined beam of light for a considerable distance, providing excellent illumination for night driving.

A unique feature of the device is that the lamp is reversed in the reflector, and the patentees claim that this new principle is very valuable, enabling them to reflect a very clear light without cross rays. It is planned to produce this new reflector so that it can be installed on any car very quickly without changing the headlight cases. Only plain lenses are used with the Auto Oval Light.

The other invention of interest alluded to is an automatic railway crossing gate, or barrier, devised by A. D. Bently as a means to warn vehicular traffic when approaching the danger zone of railway crossings.

It resembles conventional railroad gates, but functions automatically, the control being operated by the wheels of the train. This control is set 2,000 feet (governmental regulation) each side of the railway crossing. The train approaching at a rate of speed of one mile per minute sets the signal at the railway crossing three seconds before the gates close.

The gates automatically open after a predetermined period of time unless the wheel trip is maintained in a depressed position. The inventor states that his working model has been inspected by experts and declares that he is persuaded it will prove effective and easily maintained.

New Garage In Los Angeles To Cost $250,000

Los Angeles, Feb. 15.—Work is progressing on the five-story Class A garage for Chapman Brothers, located at Mariposa, Normandie and 6th Streets, which will cost about $250,000.

The building will be 260 by 90 feet in size, of an ornamental commercial type.

The service part of the building will be equipped with rotary wash and grease racks, electrical and air convenience outlets throughout all floors, automatic air hose reels, complete system of latest type oil and gas dispensers, passenger and elevator system and forced ventilation. Floor levels are reached by a ramp system.

DECISION IN PATENT SUIT OVER FYRAC SPARK PLUG

Rockford, Ill., Feb. 15.—Ending five years of litigation over the ownership patent rights of the Fyrac spark plug, Federal Court Judge Adam C. Cliffe has handed down a decision in favor of the plaintiff, Mrs. Ellen Bergestrom, in her suit against the Fyrac Manufacturing Company of this city. By the decision, Mrs. Bergstrom will be entitled to royalties on sales.

CLIMBING FAST—

and headed higher

Value of the Oakland Pontiac Double Profit Franchise is climbing fast! Registrations prove it! Applications from dealers prove it.

Wildfire success of the Greater Oakland Six and the PontiacSix makesselling rights on these fast-growing sixes more popular every day. And dealers are coming from every state and every section to join the Oakland organization.

Write for full information on the Double-Profit Franchise. Priority of application counts, so write Department "G" today!

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.

OAKLAND-PONTIAC

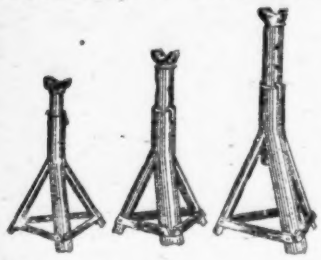
Double-Profit

Franchise

New Automotive Equipment

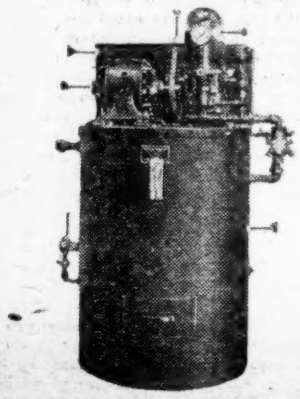
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

ADJUSTABLE CAR SUPPORTS



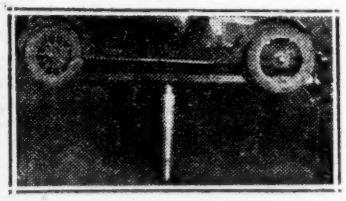
Under the name of Trojan Horses, the Auto Sheet Metal Works, 6106 Avalon Boulevard, Los Angeles, Cal., manufactures a line of substantial steel supports. Each is formed with three legs united in a steel tube in which the supporting upright is adjustable, being held in place by a strong steel pin. In addition to these products, the company makes portable work benches, mechanics' seats, auto dollies, steel creepers and galvanized drip pans.

MAHONEY CAR WASHER



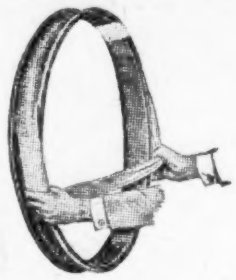
A single hose car washer, above illustrated, is made by the F. D. Mahoney Manufacturing Company, 58 Sutter St., San Francisco, Cal. The steel tank, of 60 gallons capacity, has a built-in tubular steel heating unit with more than 1,400 square inches surface, operated by a Barber gas burner placed 18 inches off the floor, to conform with underwriters' requirements. The temperature is automatically maintained at the desired degree, by a thermostat, and is registered by a thermometer. On top of the tank are soap and distillate containers. An automatic mixing valve, once adjusted, provides the required proportioning of soap solution, distilate and hot water; the valve is fitted with strainers and shut-off cocks. All moving parts of the washer are running in oil. A three-phase 60-cycle 220-volt motor, equipped with switch and push-button control, operates the pump which delivers the cleaning solution at a pressure of 300 pounds.

TRUAD TURNTABLE CAR LIFT



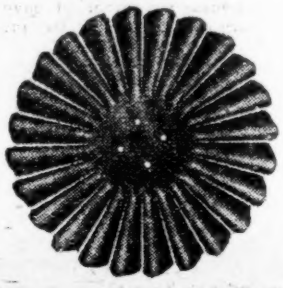
Truad, Inc., 316A 11th St., San Francisco, Cal., manufacture a hydraulic type of turntable lift, capable of raising any vehicle up to 8,000 pounds weight to a height giving a working space of 5½ feet between axles and ground, with 90 pounds operating pressure. The lift is so designed that the car axles rest on the horizontal beams, preventing the slipping off of the vehicle. A simple three-way control valve regulates the work of lifting, holding and lowering the car. The construction of the lift includes oil cushions in plunger and cylinder, which slow up the downward movement of the vehicle when it comes within 6 inches of the floor. Installation does not require the construction of an oil pit, oil reservoir or concrete recess.

CLINCHER RIM FLAP



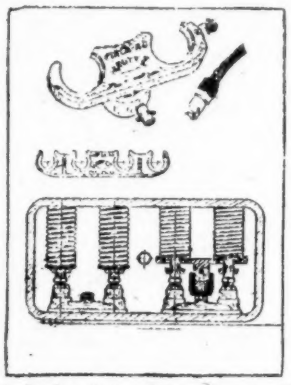
The North Eastern Rubber Company, Elizabeth, N. J., manufactures the Extensor clincher rim flap, which is easily applied, requiring but one stretch of the rubber, as shown in the above illustration. This feature, together with the quality of the product, makes it a desirable item for dealers. The Extensor comes in cartons of twenty-four.

IMPELLER FAN FOR FORD CARS



The G. B. Impeller, manufactured by the De Bothezat Impeller Company, Inc., 1922 Park Ave., New York city, is a high-pressure twenty-four-blade fan designed to give improved cooling to the engines of Ford cars. It is driven by the regular fan belt and installed in place of the fan, the four fan screws holding the impeller after its having been mounted, which work requires only a few minutes. The increased cooling effected by the use of the G. B. should be conducive to better engine efficiency and increased fuel and oil economy.

HYDRAULIC VALVE LIFTER



A device for quick and easy lifting of complete banks of valve springs and holding them in raised position is made by the Green Automotive Sales, 1018 Commonwealth Ave., Boston. The Whitt hydraulic lifter is made of bronze, with a plunger accurately machined to fit the base; this results in correct guiding of the plunger and prevents grease leakage. Operation of the lifter, after it has been inserted for raising the springs, is by applying a pressure grease gun which interlocks with the cross pin formed on the plunger-housing extension. Hand-operated grease guns serve this purpose in most cases, but high-pressure guns are preferable on bus and truck valve lifters.

New Kant Skore Piston Distributor

Seattle, Wash., Feb. 15.—The Piston Service Company, James Brennan manager, has just purchased the Kant Skore piston franchise for western Washington from the Wheaton-Van Amburgh Company, Rollin Van Amburgh, manager.

The new distributor will supply sub-distributors throughout western Washington, while in Seattle both Piston Service and Wheaton-Van Amburgh will be distributors. The latter company will specialize in reboring and shop work.

Wheaton-Van Amburgh has been Kant Skore distributor for this territory for the past five years. The Motor Supply Company, Spokane, continues as distributor in the Inland Empire region.

DETROIT WINS NORTHEAST SERVICE SALES CONTEST

Rochester, N. Y., Feb. 15.—Warren K. Lee, sales manager of North East Service, Inc., has announced that the Detroit branch was the winner of the country-wide sales contest for the last three months of 1926. George L. Valentine of Atlanta, Ga., received a gold pin as the highest ranking salesman in the same period. A new sales contest, now on, will cover five months.

Emerson-Brantingham To Make Automobile Parts

ROCKFORD, ILL., Feb. 15.—Reorganization of the Emerson-Brantingham Company into the Emerson-Brantingham Corporation, with a new capital structure and resources of $11,371,427.97 was announced today.

Expansion of the organization of manufactured products to include malleable and gray iron castings, drop forgings, automobile parts and specialty products will be a new departure for the new company.

In his report to the stockholders for 1926 President Charles S. Brantingham says:—

"From an operating and earnings viewpoint, the business of the company showed considerable improvement over 1925. During the last half of the year sales fell off sharply, due to the unfavorable cotton situation in the South and bad weather conditions in other parts of the country where agriculture is a power. As a result, after depreciation and interest had been deducted, the year showed a loss of $145,473.74. This, however, compared with 1925 shows a great improvement.

"Owing to the long-drawn-out depression in agriculture and the consequent effect on the farm machinery business in general, your directors and officers felt that to meet this situation additional lines of products should be added and we will enter the automotive field this year particularly."

Officers and directors have been re-elected as follows: President, Charles S. Brantingham; vice-presidents, Edward P. Lathrop and Albert T. Jackson; secretary-treasurer, Cecil F. Sanders.

The board of directors includes C. S. Brantingham, George Armsby, H. H. Biggert, C. W. Folds, A. T. Jackson, E. P. Lathrop, James L. Martin, C. F. Sanders and Ralph E. Thompson.

IN BETTER QUARTERS

Boston, Feb. 15.—Ashton de Veer Company, large dealer in automotive equipment, accessories and parts, formerly located at 159A Massachusetts Ave., has taken a lease at 834 Commonwealth Ave. This new location will give it more than twice as much space and is in the heart of the automobile district.

HUPMOBILE DEALERS MAKE MONEY

He Sold $250,000 Worth of Hupmobiles Last Year

"As long as past policy of fairness to dealers is maintained, Hupmobile will always have as desirable a contract as can be offered by any factory."

H. W. SWANSON,
Hollywood, Cal.

Dealers interested in the progress of Hupmobile dealers in their own vicinity may secure information similar to the above by writing the Hupp Motor Car Corporation.

Searching for a car with a distinct appeal to the critical eyes of Hollywood, H. W. Swanson sought and obtained the Hupmobile franchise early in 1923.

Swanson's business made good from the jump. His first year's sales totaled $140,000, and in 1926 he disposed of a quarter million dollars worth of Hupmobile Eights and Sixes.

From California to Maine, Hupmobile dealers' sales show a healthy record of growth, fostered and sustained by the high quality of Hupmobile products and the fair policies under which they are marketed.

It will pay you to investigate the Hupmobile opportunity in your own locality. Contract details will be gladly sent on request.

HUPP MOTOR CAR CORPORATION
DETROIT, MICHIGAN

HUPMOBILE
EIGHTS & SIXES

News of the Truck and Auto Bus Markets

FEDERAL TRUCKS FAVORED IN WEST

Sales Show 620% Gain In California in Three Years

Los Angeles, Feb. 15.—Showing a gain of 620 per cent. in California during the last three years, the Federal Motor Truck Company has accomplished the greatest sales increase of any heavy duty truck builder whose products are in the Pacific Coast field. Statistics revealing this situation have been compiled from Motor Registration News, according to W. H. Hodgins, manager at the Los Angeles branch of the Federal Motor Truck Company of California, Inc.

"Figures in this publication are taken from the official records and are authentic," he stated. "They show only two other motor truck manufacturers in this class making sales gains in the three-year period ended with 1926. One of these, which is sixth in the list, gained 65 per cent. The eleventh manufacturer gained 22 per cent. All the other leaders, with the exception of Federal, showed sales decreases ranging from 9 to 31 per cent. These figures do not include manufacturers of trucks who produce light delivery vehicles selling under $1,000.

"Steady increase in sales of a product over a period of years always indicates satisfaction on the part of buyers. This is particularly true of motor trucks, for their owners do not hesitate to broadcast the kind of service their machines are rendering.

"Federal motor truck popularity in California is increasing by leaps and bounds, these figures show. The vehicles are giving the service demanded, which accounts for this great sales record. Federal trucks are sturdily and honestly built, which accounts for their dominance. The Federal produces commercial vehicles of all sizes, with wheelbases to supply all needs of owners.

"This has led to many fleet owners who use various types of trucks to standardize on Federals, which fact has helped to increase the California sales totals."

NEW TRUCKING FIRM

Memphis, Tenn., Feb. 15.—Application for a charter for the Inter-City Trucking Company, with $10,000 capital, was filed this week, the incorporators being Marshall Scruggs, J. C. Scruggs, A. W. Ketchum, Edward G. Riddick and H. H. Honnoll. The company is to carry on a general trucking and hauling business.

Indiana Bill On Motor Lines To Meet Opposition

Indianapolis, Ind., Feb. 15.—Senator Andrew E. Durham has filed a bill in the Indiana Senate which provides a tax upon all motor buses in proportion to the number of passengers carried, and a mile tax upon all freight trucks, a charge being fixed by the Legislature for each mile traveled while in commercial operation.

Durham asserts that the railroads pay taxes upon their right of way, but the buses and trucks escape this when they utilize the roads provided by the public. The tax he favors will force the bus and truck operators to pay part of the cost of constructing and maintaining the roads.

The bus and truck companies are preparing to vigorously oppose the bill on the ground that the margin of profit is so small now that any additional burden would force the majority of the lines out of business.

HIGHER R. R. RATES WOULD DIVERT FREIGHT

Minneapolis, Feb. 15.—Higher freight rates for eleven Middle Western states, as proposed by railway lines at the Interstate Commerce Commission hearing at Omaha, are certain to divert a big volume of fourth-class freight to motor trucks, and also to the Upper Mississippi River barge line, in the opinion of Frank B. Townsend, traffic director of the Minneapolis Traffic Association.

"By increasing the fourth-class rate by 57 per cent., as the railroads propose," he said, "they will force a large tonnage to the motor truck lines, as the high rates on rail traffic will permit truck operators to extend their routes and haul freight for greater distances at savings to the people who pay the transportation bills."

BUS AND TRUCK MEN OPPOSE WASHINGTON BILL

Seattle, Wash., Feb. 15.—Local bus and truck operators are alarmed by the Hayton bill introduced at Olympia, that would levy additional taxes of around $450,000 against motor buses and $200,000 against freight trucks in Washington. The proposal is to tax buses ¼ cent per passenger-seat mile on paved roads, and half that on unpaved; trucks, 1 cent per ton-mile capacity on paved roads, and half that on unpaved.

"This is not taxation, it is destruction," declared J. C. Herbsman, secretary of the Motor Coach Association of Washington.

GENIUS IN RUSSIA. Here is a 14-year-old schoolboy of Moscow seriously engaged in the business of making a model tractor of the caterpillar type. Large orders for tractors have recently been received in this country from Russia and are being shipped out at frequent intervals.

(International Newsreel)

White Sales in S. F. Lead 7 Big Cities

San Francisco, Feb. 15.—This city, as an industrial center, beats seven leading cities hands down, if the sale of trucks is any means of tabulating the go-getting communities of the country, says Walter C. White, president of the White Company.

In a recent sales contest extending over a period of three months the San Francisco branch of the White Company, under the leadership of P. E. Letsinger, made St. Louis, Detroit, Kansas City, Baltimore, Newark, New Haven and Milwaukee take the count when the bell sounded, ending the spirited event. Letsinger was presented with a handsome tooled parchment bearing inscriptions describing the contest and listing the names of the members of the sales, service and accounting departments whose combined efforts made it possible for San Francisco to win against stiff Eastern competition.

G. A. Urquhart, vice-president, on behalf of President White, presented the San Francisco winners with the token.

MILWAUKEE TRACTOR FIRM CHANGES NAME

Milwaukee, Feb. 15.—The Full-Crawler Company, 500 Clinton St., announces the changing of its name to the Trackson Company. The change was made to more easily link the company name with that of its product, the Trackson Full-Crawler for the Fordson tractor.

This crawler is manufactured for use with the Fordson in ground conditions where it is difficult or impossible for the wheel tractor to get a foothold. The Trackson Company remains a division of the Geo. H. Smith Steel Casting Company, 500 Clinton St., and retains the management, organization and personnel of the former Full-Crawler Company.

WASHINGTON BRANCH OF AUTOCAR IN NEW HOME

Washington, Feb. 15.—The Autocar branch here has been moved from the four-story building at 1240 Pennsylvania Ave. N. W. to a new one-story building at 1053 31st St. N. W., where the work of servicing Autocar trucks in the District of Columbia can be carried on more efficiently. The new location benefits by elimination of elevators and stairways and a general arrangement that is more convenient for both customers and employees.

PLANS DRIVERS' SCHOOL

Jersey City, N. J., Feb. 15.—The Hudson County Safety Council is preparing plans for a school for drivers of commercial vehicles.

ANTI- SKID TIRE FOR MOTORCYCLES PERFECTED

Special from A. D. S. Washington Bureau

Washington, Feb. 15.—A motorcycle anti-skid tire has been invented in Germany which has two pronounced treads paralleling the usual tread, which are claimed to prevent slipping on curves, even on slippery tracks.

The rubber division of the Department of Commerce has available for limited loans a set of printed matter, photographs and cross-sectional samples of the tire. The patentees, Otto Walther of Poessneck (Thuringia) and Heinrich Wieser of Munich, are interested in disposing of the American rights. Communications may be addressed to Mr. Walther, Derfflingerstrasse 26, Berlin, Germany.

FIRM CHANGES NAME

Houston Tex., Feb. 15.—The Houston Salvage Company has announced that hereafter it will be known as the Houston Tire and Hardware Company, the change in name being made to better designate the class of business in which this firm is engaged. W. H. Farrington is founder and owner of the firm.

TO OPEN OFFICE

Kinston, N. C., Feb. 15.—Announcement has been made here that H. J. Moran, state manager for the Mack Truck Company, is planning to open an office in this city to supervise distribution in the southeastern section of the state.

White Club Plans Annual Banquet

BOSTON, Feb. 15.—The following members of the Boston branch of the White Company will be guests of President Walter C. White at Cleveland from February 28 to March 1: W. T. Barry, G. P. Bracken, J. L. Brooks, M. J. Mahoney, H. M. Reynolds, W. A. Stiles, F. A. Sullivan and W. G. Winslow. E. H. Taylor will go from Worcester and J. J. Gaffney, F. J. Hansen, R. B. Lamson and J. A. McArthur from New Haven.

The occasion is the second anniversary and banquet of the White Club, which is a month-to-month honor roll of truck and bus salesmen who maintained a consistently high record of sales during 1926. A trip through the factory will be one of the features. In all eighty-two men will be in attendance from all parts of the country. Of this number thirty-five will be second-year men.

PHILADELPHIA TRUCK LINE GRANTED PERMIT

Philadelphia, Feb. 15.—The application of the National Freight Delivery Company of Philadelphia, a Delaware corporation, to transport freight and other personal property in trucks in Philadelphia, Montgomery, Delaware, Chester and Bucks counties, has been approved by the Public Service Commission, and a certificate of public convenience has been issued to the company for the period ending June 1, 1929, when renewal is possible.

The main points of the territory and routes of the trucks include all of Philadelphia, all points between Philadelphia and Chester and Marcus Hook, Media and Cheyeney, West Chester, Coatesville, Phoenixville, Perkasie, Doylestown, Rushland, Newtown, Bristol and Langhorne. The concern purposes to combine similar services in the territory it is now allowed to cover.

TAKES PASSENGER LINE

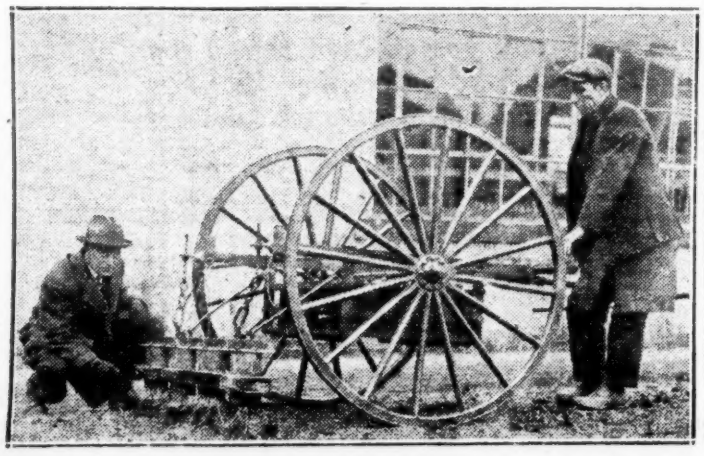
Olympia, Wash., Feb. 15.—The International Transit Company, operating passenger and express motor buses between Seattle, Wash., and Portland, Ore., is authorized to take over the interstate passenger service of the Seattle-Vancouver, B. C., bus line, in an order issued by the state Department of Public Works.

NEW BUS STATION

Monroe, N. C., Feb. 15.—A bus station is to be opened here and C. H. Martin will be in charge, assisted by J. H. Maynor.

MAGNETIC ROLLER—The Bureau of Public Buildings and Grounds in Washington has devised this magnetic roller, energized by a series of storage batteries and coupled with a string of magnets, to pick up nails along bridle paths and motor roads in the District of Columbia. A. W. Cline, chief of the shops section of the bureau, is shown with the roller.

(Underwood & Underwood.)



Coming Automotive Events

FEBRUARY

12-19—**Kansas City, Mo.** Kansas City Motor Car Dealers' Association, automobile show.
12-19—**Los Angeles, Cal.** Automobile Salon, Hotel Biltmore.
14-19—**Fort Wayne, Ind.** Automobile show, Shrine Auditorium.
14-19—**Peoria, Ill.** Automobile show, State Armory.
14-19—**Denver, Col.** Automobile show.
14-19—**Indianapolis, Ind.** Indianapolis Auto Trade Association, automobile show. John Orman, manager.
14-19—**Louisville, Ky.** Louisville Automobile Dealers' Association Show.
14-19—**Chattanooga, Tenn.** Automobile show, Memorial Building.
14-19—**Des Moines, Iowa.** Des Moines Automobile Dealers' Association, Eighteenth Annual Show, Coliseum. C. G. Van Vliet, manager.
14-26—**Sheboygan, Wis.** Automobile show, New Eagles Auditorium.
15 Mar. 15—**Cairo, Egypt.** International Motor Show.
15-19—**Peoria, Ill.** Automobile show, Armory.
15-19—**Muskegon, Wis.** Muskegon Automobile Trade Association, automobile show. Armory. J. C. Fowler, manager.
16-19—**Fresno, Cal.** First winter show, Fresno Auditorium.
16-19—**Spokane, Wash.** Spokane County Division of Washington Automotive Trade Association, automobile show.
17—**New York city.** Automotive Service Association Convention, Hotel Astor.
17—**New York City.** Society of Automotive Engineers, bus meeting of the Metropolitan section.
17-19—**Greenville, S. C.** North Carolina Automotive Trades Association, automobile show, Textile Hall.
17-27—**San Bernardino, Cal.** Automobile Show, National Orange Show Building.
19-26—**Pittsburgh, Pa.** Pittsburgh Automobile Dealers' Association, automobile show, Motor Square Garden.
19-26—**Hartford, Conn.** Hartford Automobile Dealers' Association, annual show, State Armory. Arthur Fifoot, manager.
21—**Chicago.** National Safety Council, Mid-West Safety Congress, Hotel La Salle.
21-26—**St. Louis, Mo.** St. Louis Automobile Dealers' Association, Twentieth Annual Show. Robert E. Lee manager.
21-26—**Omaha, Neb.** Omaha Automobile Trade Association, Twenty-second Annual Automobile Show, Auditorium.
21-26—**Huntington, W. Va.** Automobile show, Vanity Fair Building
22—**Los Angeles, Cal.** American Automobile Association Race.
22-25—**Wichita, Kan.** Automobile show, Exposition Building.
22-26—**Lebanon, Pa.** Lebanon Automobile Trades Association, automobile show, Auditorium. H. W. Miller, manager.
26-Mar. 5—**Albany, N. Y.** Automobile show, State Armory.
26-Mar. 6—**Los Angeles, Cal.** Los Angeles Motor Car Dealers' Association, annual show.
28-Mar. 5—**Allentown, Pa.** Lehigh Auto Trades Association, automobile show.

With the Tire Manufacturers and Dealers

Advantages Claimed for New Michelin Type Rim

Special from A. D. N. Washington Bureau

WASHINGTON, Feb. 15.—The new type of automobile tire, with rim and wheel to fit, announced recently in Paris by Michelin, is fully described in a report received by the rubber division of the Department of Commerce.

The first announcement in this country of the new Michelin invention was made by the Automotive Daily News in a Washington dispatch some time ago, and as a result American tire manufacturers have shown considerable interest in learning complete details of the tire-rim.

In principle, the new tires are straight-sides, and this fact gives evidence of the influence exerted in France by the straight-side type originally introduced by American companies. A new set of sizes is required and, accordingly, the tire cannot be fitted to any existing rims. As such, it is regarded as another effort by Michelin to combat competition, the report points out, as well as embodying technical improvements.

"Controlling over 80 per cent. of the entire French tire market," the report states, "Michelin may be expected to impose the new types on the automobile industry without great difficulty, with a gain of several months over its competitors in France, including American companies."

According to reports they will be no higher in price than the old types. It is understood that several of the larger French automobile manufacturers will adopt the equipment as soon as it can be supplied.

Measurements of the new sizes are based on the diameter of the rim, which marks another change in the Michelin system, while they vary by a half or a quarter inch from the standard rim sizes heretofore in use.

According to the Michelin announcement the new tire combines the advantages of the clincher, straight-side and drop-rim types. It is to be considered as a unit, comprising a rim, casing and tube.

The rim is a single piece, with no movable parts, possessing two straight edges all around. In the vicinity of the valve a depression is made in the rim, deepest at the valve hole and decreasing gradually to a flat surface at the opposite side of the rim.

The inner tube differs from ordinary types only in that it possesses an elbow-valve for greater accessibility, and at the base of the valve a fairly thick rubber pad. The casing is reinforced with steel wire, and the shape and anti-skid pattern of the tread are different from those Michelin has employed up to this time.

Forming an integral part of the system the wheel is expected to impose the use of the new type quickly, as Michelin makes 65 per cent. of the automobile wheels used on French cars. The wheel is of the metal-disc type, in dimensions to correspond to the tires. It is "balanced," it is claimed, by reason of the fact the lesser weight on one side, due to the eccentric depressed rim, is compensated at the same point by the weight of the tire-valve and its rubber pad.

Advantages of the new tire are summed up as follows: Over the clincher tire, by the locking in position of the casing, and easy mounting and demounting; over the straight-side, by elimination of the flap and locking-ring, and by water-tightness; over the drop-rim, by the securing of the tire to the rim at the only point when "jumping" is possible, by correct centering and by reducing strain on the inner tube.

GOODRICH SALES CHIEF TOURS IN SOUTHEAST

Jacksonville, Fla., Feb. 15.—G. W. Sawin, manager of Goodrich automobile tire sales, with headquarters at Akron, has completed a tour of the southeastern states in company with B. W. Cotton, southeastern district manager.

The purpose of the trip was to co-operate with Goodrich dealers on merchandising, advertising and helpful hints as to business possibilities for 1927. All of the Goodrich branches were visited en route and Mr. Sawin returned to Akron much impressed with business conditions in this section of the country.

McCLAREN DISTRIBUTOR BUILDING NEW HOME

San Diego, Cal., Feb. 15.—Dennie Roult, McClaren tire distributor for San Diego county, is erecting a new building to house his tire business activities on State Street, near Ash. The structure will be 100 by 100 feet in size with two drive-in entrances on both State and Ash Streets. The building will be of the Spanish-Egyptian type of architecture. It will be ready for occupancy some time in February. Roult has been in the tire business in San Diego for twelve years, for the last seven of which he has distributed McClaren tires exclusively.

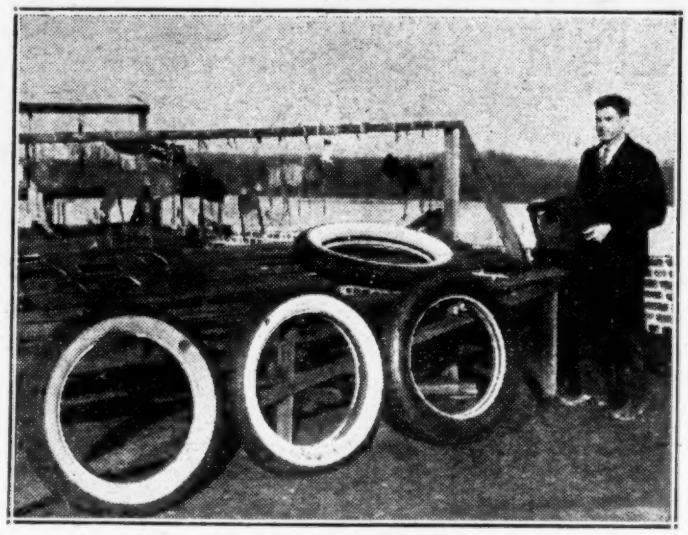
EVA TIRE COMPANY TO ADD NEW UNIT

Duluth, Minn., Feb. 15.—Work has just been started on a two-story addition to the H. V. Eva Tire Company building here, which will give the company a new unit of 40x50 feet, or 50x140 feet in all. The second floor of the new structure will be used for the battery and tire repair departments and the lower floor will be turned over to the retail section. The building, held under a long-term lease, has been occupied by the company for about seven years. Growth of the business has made the present quarters too small.

Decatur, Ill., Feb. 15.—Wilcox & Kunard, former insurance and real estate agents, have moved to 403 North Main St. and taken the wholesale and retail franchise for the Belmore M. & M. automobile tires. Their territory covers the southern half of Illinois. H. D. Clark, who has been operating the Clark Tire Sales Company at 601 North Water St., has been added as salesman to the staff.

TESTING RUBBER. Automobile tires and other rubber products are tested under experiments conducted by the United States Bureau of Standards by exposing to all kinds of weather for more than a year and are then examined for resisting qualities, as shown below. Ways and means of checking deterioration are constantly being sought.

(Underwood & Underwood.)



ALLEN NEW MANAGER

Portland, Ore., Feb. 15.—E. K. Allen, who has been in the tire business for the past seventeen years, has been appointed manager of the Pacific Tire and Rubber Corporation, 354 Burnside St. He succeeds Harold Van Den Vouver in this position. The Pacific Tire and Rubber Corporation is the distributor for Samson automobile tires.

NEW BRANCH MANAGERS

Pittsburgh, Feb. 15.—R. E. Hastings, branch manager of the Kelly-Springfield Tire Company here, has been appointed branch manager at Newark, N. J. The branch in this very important center is now operating. J. A. Horner, who has been many years a salesman on the staff of the Kelly-Springfield Baltimore branch, has been appointed branch manager here, succeeding Mr. Hastings.

Tire Business in Milwaukee Good

Milwaukee, Wis., Feb. 15.—The year 1927 has been ushered in with a good volume of business, according to Milwaukee tire dealers, the majority of whom are looking forward to a big volume of business during the coming months. Business during the past year was entirely satisfactory, they state. The volume of business done during the past year showed a substantial increase over that of the preceding year.

Sales have been fairly brisk throughout the winter months, with the exception of one or two periodic lulls when business was rather dull. But these lulls were purely seasonal and were short-lived, according to local dealers. Within the next thirty days Milwaukee dealers look for a big increase in tire sales. The spring and summer months should be very good this year, Milwaukee tire men say.

H. L. Beach, of the H. C. Graham Company, 132 Oneida St., local Firestone dealer, reports that business during the year 1926 was a great deal better than it was during the preceding year, and much better than they had expected.

"Our business during 1926 showed an increase of 33 1-3 per cent. over 1925," Mr. Beach declared. "So far this year our business has increased 50 per cent. over that of the corresponding period of 1926."

CAYCE TRANSFERS

Cleveland, Feb. 15.—Milton Cayce, office manager of the Pennsylvania Rubber and Supply Company, here, has resigned to assume similar duties with the Reliable Manufacturing Company, Wellington, O.

ENGINEERING LEADERSHIP IN EVERY PRICE CLASS

IN four months, more than 800 former competitive dealers switched to the Willys-Overland. You find the reason for such a wholesale enlistment in just three words—Complete Market Coverage!

Get complete franchise details. Sales Department, Willys-Overland, Inc., Toledo, Ohio. Willys-Overland Sales Co., Ltd., Toronto, Canada.

Willys-Overland

FINE MOTOR CARS

Out on the Coast

By JOHN WETMORE

Los Angeles, Feb. 15.—It has struck me that with such frequent reference being made in the course of the present government income tax suit against former Ford Motor Company stockholders to the important part played by Uncle Henry's final winning of the Selden patent suit in establishing the real value of the stock bought by Henry Ford from the company's minority stockholders that a brief review of this famous litigation with some recollections of my own of that great patent war might not be inopportune or uninteresting. So here goes.

In the first place it is generally conceded that the Ford Motor Company's final victory in the appeal was the real foundation of Ford's great fortune, for had he lost the appeal the "flivver" probably would never have become "the universal car" due to unlimited Ford production being made impracticable by the magnitude of the back and subsequent royalties the Ford Company would have had to have paid to the Association of Licensed Automobile Manufacturers.

John C. Wetmore

The very first Selden patent bomb was exploded by the victory of George H. Selden over Alexander Winton in 1903, in which the court decided that the Winton Motor Carriage Company was infringing the Selden patent. As may be imagined, the decision created a panic in the motor car industry.

Then came George H. Day, Col. Albert L. Pope's former right-hand man, who had become manager of the Electric Vehicle Company, then making electric and gasoline cars, as a Moses to lead American automobile makers across the Selden Red Sea to satisfy. Than Day, the industry, be it said, has never had a more clever schemer or more persuasive diplomat.

"Why fight the patent? Why not buy it and work under it?" was his suggestion to the frightened makers. It went over with a bang. The A. L. A. M. was formed. Sixteen prominent makers joined it and paid a 1.25 per cent. royalty on their sales, until Henry Ford threw a monkey wrench into the smooth running A. L. A. M. machinery and finally wrecked it.

Henry Ford in effect said he would not fall for the A. L. A. M. graft.

He refused to join George Day's happy family and so did several other makers, among them Thomas B. Jeffrey (Rambler), R. E. Olds (Reo), Benjamin Briscoe (Maxwell-Briscoe) and Big Bill Lewis (Mitchell). Alfred Reeves, now N. A. C. C. manager, first broke into the industry as a national executive by getting the so-called independents together as the American Motor Manufacturers' Association.

A. L. A. M. brought a test suit against Ford Motor Company as a maker and John Wanamaker as a seller, and in 1909, to the utter amazement of the wise guys of the industry and even many of the A. L. A. M. members, a decision in favor of the Selden patent was rendered. Incidentally, Uncle Henry paid all the legal freight charges.

Reeves was a good, a graceful and a wise loser, and so marched his independents over into the A. L. A. M. camp—all but Henry Ford, who said he would fight the Selden patent to a finish. It was felt that Ford's former lawyer hardly measured up to high, or at least successful, enough standards to handle the appeal, and Ford and his friends were casting about for the best lawyer that could be hired to conduct an appeal to a higher court.

It was here that the writer, a friend of Henry Ford and Gaston Plaintiff, then and still manager of his New York branch, who later was Ford's first mate on the voyage of his famous peace ship, happened by a mere chance to get into the picture.

The writer bore very friendly and confidential relations to Plaintiff, whom Ford had made New York manager following the recommendation of him to Ford by Alfred Reeves, the late A. G. Batchelder and your humble servant. It was natural, then, that our conversation one day should have led up to what lawyer could best handle the appeal.

"Why not engage my cousin, Edmund Wetmore?"

"Who is Edmund Wetmore?" asked Plaintiff.

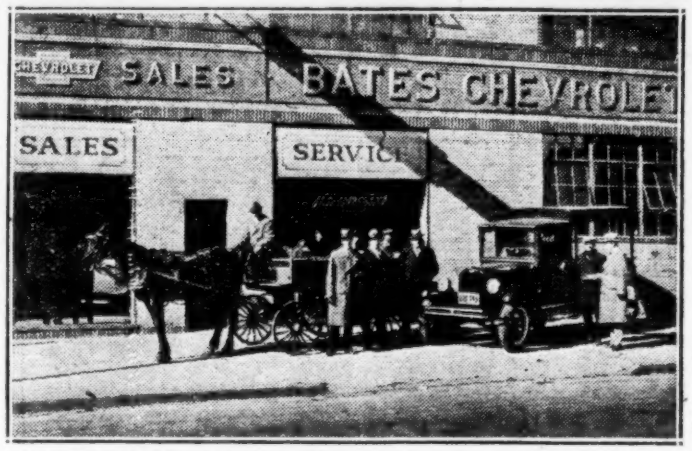
"Why, he is the biggest patent lawyer in the United States."

And then I launched into cousinly enthusiasm over the past performances of the brightest member of our family.

A few days later, he said, he had told my suggestion to Judge Crisp, his own personal counsel, who said he thought the Wetmore idea good and would present it to Mr. Ford. A few weeks later Gaston informed me that Mr. Ford had chosen Edmund Wetmore to conduct the appeal as senior counsel.

With the Selden patent punctured the A. L. A. M., of course, went out of existence. It was succeeded by the Cycle Board of Trade, now the N. A. C. C.

TRADING IN A "HAY BURNER" for a new Chevrolet truck is a new experience for Bates Chevrolet Company, New York city. Below are (left to right) H. J. Ettari, used car manager; H. Walter Maass, vice-president in charge of sales; H. H. Trado, division sales manager; J. G. Bach, service manager, all of the Bates Company; Mr. Lerick, Dobbins' former owner, and E. F. Cooney, the salesman.



Car Registrations Abroad Doubled in Last 4 Years

WASHINGTON, Feb. 15.—The number of motor vehicles in use outside of the United States has more than doubled in the last four years, being now approximately the same as the total United States registration was in 1917 and three times as many as were in use in this country in 1914, H. O. Smith, chief of the automotive division of the Department of Commerce, declared today.

A large part of the increase has been in other than European countries whic hare not densely populated and where distances are great and the people cannot be satisfactorily served by railroads, Mr. Smith pointed out.

"The selling price of the American-made car is nearer the cost of raw material alone than is the motor vehicle of any other country, and represents the maximum return on the dollar not only in that value, but in service," he said.

"Mass production, standardization, and a product of proven reliability rendering the maximum service is the largest asset that the American manufacturer can count on in maintaining and broadening his hold on the motor car markets of the world."

For some unaccountable reason, according to Mr. Smith, those outside the industry fail to realize that the future of the industry becomes more assured as the number of motor vehicles in use increases.

He explained that in many countries where motor vehicles have been in use in reasonable numbers for several years, the annual demand includes the new cars making up a net increase and those required to take the place of the drop-outs during the year.

Eminent authorities, after careful study of the subject, Mr. Smith said, place the average life of motor cars in America at approximately seven years, while this estimate is generally accepted as reasonably correct in determining annual drop-outs and the number of cars to replace them.

"Cars required to take the place of the drop-outs and the repair parts requirements," Mr. Smith said, "represent in themselves an annual backlog of demand, the volume of which already exceeds the total volume represented by the annual motor car production of any year prior to 1922 and the increase of these items is continuing steadily.

"It is not surprising that the American motor car is more than holding its own in world competition, especially where it is not handicapped by high and non-preferential tariffs."

COMPULSORY INSURANCE ATTACKED BY OHIO CLUB

Cleveland, Feb. 15.—Compulsory automobile insurance for Ohio was rapped by Robert H. Perdue, president, in a talk today at the Fire Insurance Club of Cleveland.

"Instead of compulsory automobile liability insurance, as advocated before the Ohio General Assembly, the state needs a sane drivers' license law," Perdue declared.

"Only those people whose viewpoint is that of the ultra-radical socialist can favor compensation regardless of fault," he declared.

Gardner "8" Sales for 1926 Show 51% Gain Over 1925

ST. LOUIS, MO., Feb. 15.—During the past year Gardner showed an actual increase in eight-in-line sales of a little over 51 per cent., compared with 1925, and to an increase in the industry as a whole of a little under 5 per cent.

"A large part of this increase was due to the popularity of the eight-in-line engine, and the fact that this type of motor plant for cars selling in excess of $1,500 is becoming more and more popular," says Russell E. Gardner, Jr., president of the Gardner Motor Company. "The public, and rightfully, in my opinion, seems to feel that this type of motor plant will dominate the field from $1,500 and up, and that it is highly probable that resale values of cars other than straight eights in the future will be disappointingly low.

"Our company has been one of the pioneers in the straight eight development, particularly at popular prices, therefore we feel that we are justified in anticipating probably a little larger increase in our business in 1927 than we would under ordinary circumstances.

"I personally doubt very much if the industry as a whole will show a production greater than the last four-year average, but feel that Gardner can conservatively count upon an increase of 30 to 50 per cent., and we are arranging our production and organization plans accordingly.

"Our dealer and distributor body is increasing rapidly. We are not making any expansion in our present building and equipment situation, as it is not necessary to handle the increased volume we are planning. We have, however, made considerable expansion in our sales program, and it is now beginning to bring results in excess of our anticipation.

"Our expansion for 1927 will be in sales organization and advertising appropriation.

Only a Daily Newspaper Prints NEWs

Automotive Daily News is a NEWspaper

NEWS WHILE IT IS NEWs

Steel Market Greatly Improved; Output Up

Special to the Automotive Daily News

PITTSBURGH, Feb. 15.—A greatly improved steel market is noted during the past few days, which has brought production above 75 per cent. of capacity throughout the Pittsburgh district.

In view of the more pressing demands upon the mills for production and shipments, price advances of $2 to $4 per ton in rolled steel during the next thirty to forty-five days are predicted. However, in the meantime much low priced finished steel is going through the rolls.

During the past week the automobile demand for primary steels took a sudden spurt, and some good-sized orders were placed in this district. In addition, buyers enlarged their specifications against existing contracts, and are calling upon the mills for heavier tonnages. On No. 20 gauge full finished automobile sheets the prevailing price is 4.15c. per pound, although this is reported to have been shaded.

The Chevrolet, Hudson-Essex, Ford and Willys-Overland companies have been among the most active buyers in the recent spurt.

Some of the interesting comparisons on the 1926 results of the Newton Steel Company with 1925 show net tons rolled this year of 109,616, comparing with 119,877 tons in 1925; shipments, 104,987 tons this year, against 113,975 tons the preceding year; average number of men employed remained unchanged at 1,644; net earnings registered a decline, being equivalent to 1920, after charges are preferred dividends, to $4.05 a common share, on 100,000 shares of non-par value outstanding, as against $7.04 in 1925; net sales of $8,925,276 in 1926 representing a reduction from $9,712,627, the previous period.

Discussing prospects for his company this year, President Edward F. Clark of the Newton Company, states: "In our lines, the outlook for the steel industry is not quite as favorable as during the forepart of 1925. So far this year, prices of our products have somewhat declined. The automobile concerns have been rather slow in picking up in their operations and it is extremely doubtful whether as many cars will be produced this year as last. This will naturally influence the operations as well as the earnings of our company.

"I do not believe there is any question that 1927 will be the most competitive year since we have been in business, and the mills that will be able to show a profit in 1927 will be those which have the greatest efficiency, combined with the lowest costs."

Rubber Firmer After Holiday

New York City, Feb. 15.—Rubber prices firmed over the holiday here and in yesterday's trading reflected the advances made in the London markets over the week-end. Prices on the exchange yesterday moved up 40 to 50 points and outside sellers quoted standard grades up ½-cent to ⅝-cent a pound. London gains amounted to ¼d., bringing the British market to 19d.

The firmness in the London market was due largely to the support of importing and plantation interests in spite of the 2,000-ton increase in rubber stock bringing the total close to 57,000 tons, the largest in many years. The average price was improved as the result of the support to 18.802d., and predictions have been made that it will be permitted to improve to over the pivotal level of 21d.

RUBBER EXCHANGE OF NEW YORK

	High.	Low.	Close.	Prev. close.
March	38.40	37.80	*38.10	37.70
May	39.20	39.90	39.20	38.70
June	39.60	39.60	†39.50	39.10
July	39.80	39.60	*39.70	39.30

Other months closed: January, *41.50; February, †37.80; April, *38.60; August, †40.10; September, †40.50; October, †40.80; November, †41.10; December, †41.40. Spot price, †38.20.

*Bid. †Nominal.

OUTSIDE CLOSING PRICES

	Bid.	Asked.
PLANTATIONS—		
Ribbed smoked sheets:		
Spot	38⅛	38⅜
February	38⅛	38⅜
March	38¼	38⅜
April-June	39⅝	39½
July-September	40⅛	40½
October-December	..	42
First latex crepe	38⅝	38⅞
Clean, thin brown crepe	35	35½
Specky brown crepe	..	35
No. 2 amber	..	36¼
No. 3 amber	35⅛	35½
No. 4 amber	..	35
Rolled brown	31	31½
PARAS—		
Caucho Ball—Upper	23½	24
Up-river, fine, spot	28	*28½
do, coarse	22	*22½
Island, fine	25	26
MEXICAN—		
Central scrap	23⅛	24
Guayule, washed & dried	..	30½
Esmeralda	21	21½
Balata—Block, Ciudad	46	47
Block, Colombia	39	40
Panama	39	40
Sheet	73	75

SCRAP RUBBER

(Dealers for delivery consumers.)

Boots and shoes	1½a	3
Arctics, trimmed	1⅛a	1⅜
Arctics, untrimmed	1⅛a	1½
Inner tubes, No. 1	8¼a	8¾
Inner tubes, No. 2	6¾a	7⅛
Inner tubes, red	6¼a	6⅝
Hose, steam and garden, ton, delivered	20.00	a21.00
Hose, air brake, ton	33.00	a34.00
Tires, auto white, ton	42.00	a43.00
Mixed auto tires	25.00	a26.00

*Nominal.

AUTOMOTIVE DIVIDENDS

		Dividend	Payable	Of Record
Allis-Chalmers common	Quarterly	$1.50	Feb. 15	Jan. 24
Am.-La France F. E. preferred	Quarterly	1.75	Apr. 1	Mar. 15
Am. Chain, 8% part. pref. A	Quarterly	.50	Apr. 1	Mar. 21
Chicago Yellow Cab	Monthly	* 33 1-3	Mar. 1	Feb. 18
C. G. Spring & B. common	Quarterly	.10	Feb. 15	Feb. 8
C. G. Spring & B. common	Extra	.05	Feb. 15	Feb. 8
Federal Motor Truck	Stock	2½%	Apr. 5	Mar. 1
Federal Motor Truck	Quarterly	.20	Apr. 1	Mar. 19
Fifth Ave. Bus Sec.	Quarterly	.16	Apr. 16	Apr. 2
Firestone T. & R. 7% preferred	Quarterly	1.75	Feb. 15	Feb. 1
Fisk Rubber 2d preferred	Quarterly	1.75	Mar. 1	Feb. 15
General Motors 7% preferred	Quarterly	1.75	May 2	Apr. 9
General Motors 6% preferred	Quarterly	1.50	May 2	Apr. 9
General Motors 6% debenture	Quarterly	1.50	May 2	Apr. 9
General Motors common	Quarterly	2.00	Mar. 12	Feb. 19
Goodyear T. & R. 7% cum. pref	Quarterly	1.75	Apr. 1	Mar. 1
Goodyear T. & R. 8% prior pref	Quarterly	2.00	Apr. 1	Mar. 13
Goodrich, B. F., common	Quarterly	1.00	Mar. 1	Feb. 15
Goodrich, B. F., preferred	Quarterly	1.75	Apr. 1	Mar. 15
Goodrich, B. F., preferred	Quarterly	1.75	July 1	June 15
Hudson Motors	Quarterly	.87½	Apr. 1	Mar. 15
Martin-Parry Corp.	Quarterly	.50	Mar. 1	Feb. 15
Marmon Motor common	Quarterly	1.00	Mar. 1	Feb. 15
Motor Wheel preferred	Quarterly	2%	Feb. 15	Jan. 3
Omnibus Corp. preferred	Quarterly	2.00	Apr. 1	Mar. 18
Packard Motor	Monthly	2%	Feb. 28	Feb. 15
Packard Motor	Monthly	2%	Mar. 31	Mar. 15
Packard Motor	Monthly	2%	Apr. 30	Apr. 15
Packard Motor	Monthly	2%	May 31	May 14
Stewart-Warner	Quarterly	1.50	Feb. 15	Jan. 31
Studebaker Corp. common	Quarterly	1.25	Mar. 1	Feb. 10
Studebaker Corp. preferred	Quarterly	1.75	Mar. 1	Feb. 10
Timken-Detroit Axle preferred	Quarterly	1¾%	Mar. 1	Feb. 19
Timken Roller Bearing	Quarterly	1.00	Mar. 5	Feb. 18
Timken Roller Bearing	Extra	.25	Mar. 5	Feb. 18

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Low	Div.		Sales	High	Low	Close	Net Change
15¾	9½	....	Advance Rumely	100	13	13	13	....
41	30¼	....	do pf	100	38	38	38	+ 1
12⅜	9	....	Ajax Rubber	6,100	12¼	11¾	11⅞	— ⅛
92⅜	88	6	Allis-Chalmers	1,200	92⅝	91⅝	92	+ ½
17⅛	13	....	Am. Bosch Magneto	300	14⅛	14	14	— ¼
29	25¼	2	Am. Chain, A	1,900	29	28½	29	+ ¾
10	7¾	1	Am.-La France	2,200	8½	8¼	8¼	— ¼
34	28⅝	3	Briggs Mfg. Co.	3,200	32⅝	32	32⅛	+ ⅝
11	8⅛	....	Chandler Motor	100	9⅞	9⅞	9⅞	— ⅛
24⅛	21½	2.50	do pf	300	22¼	22¼	22⅜	+ ¼
135	120½	6	Chicago Pneu. Tool	1,200	135⅞	135⅛	135⅞	+ ⅞
43½	38⅛	3	Chrysler Corp.	25,500	43¼	42¾	42¾	— ⅛
105	103	8	do pf	300	104⅞	104⅝	104⅝	+ 1⅛
13¾	11⅞	.80	Continental Motors	1,700	12¼	12	12⅛	....
27½	23½	....	Dodge Bros. A	27,200	27½	26⅝	26⅞	— ⅛
84¾	81½	7	Dodge Bros. pf	900	85	84½	85	+ ¼
26¾	24½	2	Eaton Axle & Spring	100	25⅛	25⅛	25⅛	+ ⅛
72½	63½	6	Electric Auto-Lite	2,200	71½	69⅞	71½	+ ½
79½	72½	6	Electric Stor. Battery	100	74⅞	74⅞	74⅞	....
30⅞	26½	.80	Federal Motors	600	27⅞	27¾	27⅞	+ ⅛
17½	16	....	Fisk Rubber	7,700	17⅝	17⅛	17⅜	+ ½
86½	81	7	do 1st pf	300	85½	85⅝	85⅝	+ ¼
32	29⅛	3.50	Gabriel Snubber	300	31⅝	31⅛	31⅝	+ ½
157¼	145½	8	General Motors	95,300	158¾	155⅝	158¼	+ 3⅛
122	120	7	do 7s pf	200	120⅜	120⅜	120⅜	+ ⅜
21¾	18½	2	Glidden Co.	2,600	20⅞	20⅜	20¾	+ ½
54⅝	42⅝	4	Goodrich Co.	8,400	55⅝	54½	55½	+ 1¼
98½	95	7	do pf	100	99	99	99	+ ½
100⅝	98⅛	7	Goodyear T. & R. pf.	400	100½	100¼	100½	+ ⅜
107⅛	105	8	do pr pf	100	107	107	107	....
20	16	....	Hayes Wheel	500	16¾	16¼	16½	+ ½
66	48¼	3.50	Hudson Motor Car	40,200	66	64½	64⅝	+ 1⅝
23⅝	21	1.40	Hupp Motor Car	1,800	21⅞	21½	21½	+ ⅜
13⅛	11⅛	1	Intercon. Rubber	300	12⅛	12¼	12⅛	— ⅛
22½	18⅛	....	Jordan Motor Car	800	19½	19	19½	+ ⅝
11½	9½	....	Kelly-Springfield	1,100	10½	10	10	+ ⅜
7¾	7	....	Lee Rubber & Tire	500	7¼	7¼	7¼	+ ⅛
97½	88¼	6	Mack Trucks	15,800	97¾	94	96½	+ 2½
38	27	2.50	Marlin Rockwell	1,500	36¾	36	36	— ¼
36	31⅝	2	Miller Rubber	900	36⅝	35¾	36	....
37½	33⅛	3.60	Moto Meter A	300	35	34½	34½	....
24⅝	20⅝	2	Motor Wheel Corp.	600	22¼	22¼	22⅜	+ ¼
35¼	30⅝	....	Murray Body	700	34⅝	34	34	....
73½	62	4	Nash Motors	30,000	68½	66¼	68	+ 1⅞
5⅝	4	....	Norwalk T. & R.	5,800	5⅛	5	5⅛	+ ⅜
14⅝	12	....	Omnibus Corp.	2,300	12¼	12	12¼	+ ¼
36⅝	34	2.90	Packard Motor Car	9,100	36⅝	35½	35½	+ ¼
11⅞	9⅞	....	Paige-Detroit Motor	500	10¼	10	10¼	+ ¼
32	26⅝	....	Peerless Motor Car	400	28⅞	28⅝	28⅝	+ ⅛
22⅞	18⅛	....	Pierce-Arrow	10,200	22¼	21⅝	22½	+ ¾
102½	85	8	do pf	100	94¼	94¼	94¼	— ¾
4⅝	4¼	....	Reynolds Spring	100	4⅝	4⅝	4⅝	....
23⅝	20½	....	Spicer Mfg. Co.	800	22½	22¼	22½	+ ⅛
67¾	62½	6	Stewart-Warner Speed.	2,400	64½	63¾	64½	+ ⅝
51	47⅞	6	Stromberg Carburetor	100	49	49	49	— ½
56½	53⅛	5	Studebaker Co.	10,600	54¼	53½	54	— ⅜
94½	78	5	Timken Roller Bear.	8,800	93⅞	92	93	+ ⅝
64½	53¾	....	U. S. Rubber	16,500	65	63⅝	64⅛	+ ⅝
57¼	53¾	5	White Motors	11,500	56¾	56⅜	56⅜	+ 2
24	19½	....	Willys-Overland	10,000	22¼	21⅞	22⅛	+ ⅛
29⅞	25	.75	Yellow Truck & Coach	2,200	26⅜	25⅝	26⅛	....
99	94	7	do pf	100	95	94½	94½	— ⅜

NEW YORK CURB MARKET

Sales.		High.	Low.	Last	Net ch'ge.
125	Aub Auto	96	95	96	+ 4
200	Bohn A & B	13⅜	13	13⅜	— ⅝
400	Doeh D Cast	21	20	21	+ ½
4900	Dur Mot	8⅛	6	8	+ 1¾
500	Fageol Mot.	3¾	3⅝	3⅝	— ⅛
100	Fir T&R pf.	99½	99½	99½	....
30	Frd M Can.	432	428	432	+ 5
500	Goody Tire.	30½	30¾	30½	....
1300	Johns-Man n	63	62½	62½	— ⅜
100	Marm M Car	60	60	60	....
200	Reo Motor	21¾	21¾	21¾	....
600	Rick Motor.	1¼	1¼	1¼	— ¼
1800	Stutz Motors	19¼	18½	19½	— ½
200	Yel Tax N Y	32	31⅝	32	+ ⅛

CHICAGO

Sales.		High.	Low.	Last.
4950	Aub Auto	95	93	94½
4050	Bendix Corp	43⅝	41½	43½
800	Borg & Beck	59¾	59½	59¾
100	Omnibus	12	12	12
40	Stew-Warner	64	63¾	64
100	Wms Oilomatic	15	15	15
325	Yel Tr. B	26	25¾	26
250	Yel Taxi	43½	43⅛	43¼

DETROIT

Sales.		High.	Low.	Last.
700	Fed Mot Truck	28	27¾	28
46	Ford of Can	435	427	435
1155	Packard	36	35½	35½
100	Peerless	28⅞	28⅞	28⅞
650	Reo	21¾	21⅜	21¾
200	Timken Axle	12⅛	12⅛	12⅛

CLEVELAND

	Bid.	Asked.
Firestone	119	122
do 6% pf	104	105
do 7% pf	99	100

(The above table shows Monday's automotive stock movements, complete.)

BRINGS MACK BUS

Portland, Ore., Feb. 15.—D. Lloyd Smith, manager of the bus, rail car and public works department of the Mack Company, who makes Los Angeles his headquarters, visited Portland some time ago. He brought one of the new Mack six-cylinder de luxe sedan buses, and one of this type has been purchased by the Portland Electric Power Company. Mr. Smith states that road tests show that the bus is capable of a speed of seventy-two miles an hour. Mr. Smith is now on his annual trip to the factories.

Stewart MOTOR TRUCKS

~embody improvements that place them far ahead of the field

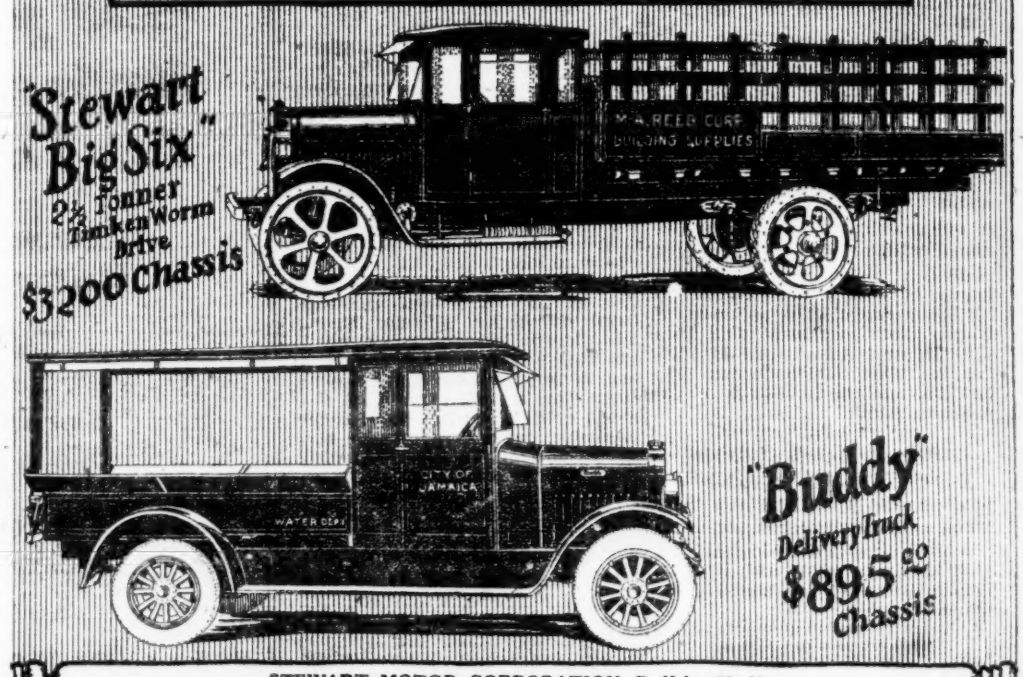
THE new and better Stewarts are being hailed as the outstanding truck value of the age by men who know the industry from A to Z.

Economical transportation and years of it, coupled with steering and driving ease hitherto unknown in truckdom, mark the improved Stewart. A phone call will bring it to your door for inspection without obligation.

Electric starter, electric lights and speedometer are regular equipment without extra cost.

TO DEALERS: The Stewart franchise is liberal and a money maker. Write or Wire.

Stewart trucks have won—By costing less to run



STEWART MOTOR CORPORATION, Buffalo, N. Y.
Export Branch: 90 West Street, New York City, U. S. A.
All Codes Used.

Boston Show to Be Gay With Lights and Color

(Continued from Page 1)

from 1 o'clock in the afternoon until midnight.

The shop equipment section is also completed and manufacturing firms are already busy preparing the working exhibits that will be the important part of this feature. There has been a waiting list for the past month on space in Mechanics Building by firms which are anxious to obtain exhibit space. Fully twenty firms are on this list, which is growing all the time.

The number is larger this year, due to the fact that the space ordinarily allotted in Talbot Hall has been entirely given over to the exhibit of old cars, one of the leading attractions of the show. Many old models have already been secured for this department and visitors to the show will have a splendid opportunity of comparing the clumsy vehicles of earlier years with the sleek new models of today.

The festive part of the show and the social activities have by no means been neglected and plans are now being completed for gatherings of old timers in the industry and other functions. Almost every local dealer of any size is planning the usual dealer and salesmen meetings during show week with prominent factory officials to be the principal speakers.

Gain in Car Plant Employment Likely

(Continued from Page 1)

is expected within the next thirty to sixty days.

Several of the automobile factories have resumed operations in Flint after the annual shutdown for inventory taking. Some units in the automobile and accessory factories are working part time, but this is considered temporary. A new plant to manufacture automobile bodies expects to start operations in the near future.

In Lansing several of the automobile plants are operating on part time schedules, and one factory manufacturing bodies is closed. This condition has created a surplus of automobile factory labor. Practically the same conditions exist in Jackson.

The majority of industrial plants in Ohio, while retaining full quotas of employees, are operating on part time schedules. Employment decreased somewhat last month in automobile factories.

While automobile factories in Toledo have been running on greatly curtailed schedules, an early increase in activities is expected. At the present time there is a general surplus of labor apparent, particularly of automobile factory workers.

Increased employment is expected in Akron within the next thirty or sixty days in the rubber factories.

Automobile factories are increasing activities slightly in Indiana. The majority of plants in South Bend are operating on fairly satisfactory schedules.

Similar conditions in the automotive and rubber industries are reflected in New Jersey, New York, Connecticut, Massachusetts and Illinois.

STUDEBAKER PROFIT FOR 1926 $13,042,119

New York, Feb. 15.—The Studebaker Corporation for the year ended December 31, 1926, shows a net profit of $13,042,119 after depreciation, Federal taxes, etc., equivalent after preferred dividends, to $6.66 a share earned on 1,875,000 shares of no par common stock. This compares with $16,619,522, or $8.55 a share in 1925. Surplus after dividends was $3,124,794, against $6,196,435 in the previous year.

DETROIT CONSTRUCTION

Detroit, Feb. 15.—Construction projects for which permits were taken out in Detroit the past week carried cost estimates aggregating $2,752,719, compared with $7,656,133 the preceding week and $2,334,790 a year ago.

NEW REO DEALER

Wilmington, Del., Feb. 15.—The Daughtry Automobile Company here has been appointed dealer for the Reo line of automobiles.

Makers Liable For Bad Brakes

(Continued from Page 1)

relation to the maker, in the absence of wilful negligence or fraudulent representations.

"If the maker of an automobile or other product;" the court's opinion reads in part, "places it on the market to be used without inspection by the purchasers, when it is reasonably certain that such use will endanger life and limb if the article is negligently made, then it is to be regarded as a thing of danger, for which the maker's liability is not confined to the immediate purchaser, and is not absolved from the duty of due care in the making and selling because it bought its parts of a reputable maker."

TO COMBINE CIRCUS WITH AUTOMOBILE SHOW

La Crosse, Wis., Feb. 15.—The annual automobile show, combined this year with an indoor circus, sponsored by the La Crosse Automobile Dealers' Association, and scheduled to be held on March 16 to 20, inclusive, promises to surpass all previous efforts at automobile display, according to officials of the association.

More space than that which was available last year has been secured in which all of the latest models in motordom will be on display. Acquisition of additional floor space was made necessary by the demand of dealers for adequate room for automobile and accessory displays.

USED CARS MOVE FAST DURING SPECIAL SALE

Rochester, N. Y., Feb. 15.—Thirty-six used cars were sold in the first twenty minutes and forty-five in the first hour as the fourth "occasional used car" sale of the Gallagher Motor Company, Studebaker dealer, was opened here. By 11 o'clock all but seven of the sixty machines offered were sold, Elmer Wilson, sales manager, announced, and indications were the floor would be swept clean by night.

Charles Foster, who waited in line outside the Gallagher salesroom doors for forty-six hours, was first in the salesroom when the sale was opened at 8 o'clock and thereby won the right to purchase the biggest bargain of the show, a 1923 five-passenger, four-cylinder Hupmobile, touring car, valued at $200, and equipped with five tires, windshield wings, motometer, top and all the other accessories.

SAFETY LEGISLATION

Wichita, Kan., Feb. 15.—State Senator Ben Hegler of Sedgwick has a bill ready to introduce in the Kansas Legislature for uniform traffic regulations for motorists. The bill is based on the original code drafted by the National Safety Council and is being backed by the Kansas Safety Council.

Auto Insurance Laws Hit Snags

(Continued from Page 1)

was largely due to the vigorous opposition of the Ohio State Automobile Association to the proposal before the committee. Representative Lester I. Abele of Cleveland, who led the opposition, is a member of the Cleveland Automobile Club.

Ohio, like many other states, is presenting through A. A. A. clubs an alternative proposal in lieu of legislation based on the Massachusetts law. The Ohio association is urging passage by the state Legislature of a real drivers' license law, coupled with insurance of the kind in effect in Connecticut, which imposes premium payment only on drivers convicted of recklessness in a civil or criminal court.

The A. A. A. claims that because of the effect it would have on a real safety measure the movement for a drivers' license law appears to be gaining headway throughout the country. At the same time, it is stated, there is a definite effort on foot to limit compulsion, as far as insurance or bond is concerned, only to the proven recklessness.

Big Falling Off in Stewart-Warner Profit; 1926 Drop Is $2,435,204

New York, Feb. 15.—Stewart-Warner Speedometer Corporaton has issued its pamphlet report for year ended December 31, 1926.

Consolidated statement as of December 31, 1926, shows total assets of $28,745,815, compared with $29,035,668 on December 31, 1925, and profit and loss surplus $5,796,393, against $5,103,339. Current assets were $14,288,004 and current liabilities $2,010,963 as contrasted with $14,729,514 and $2,772,070 in previous year.

Net income for year ended December 31, 1926, was $5,108,885 after charges, taxes, etc., the same as previously published, and is equivalent to $8.51 a share earned on 599,990 no par shares of stock. This compares with $7,544,089, or $12.57 a share, in 1925.

Consolidated income account for 1926 compares as follows:—

	1926.	1925.	‡1924.
*Net earn.	$5,746,629	$8,469,089	$3,898,164
Fed. taxes.	637,744	925,000	397,057
Net profit.	$5,108,885	$7,544,089	$3,501,107
Dividends.	3,659,091	3,642,998	3,463,412
Surplus	$1,449,794	$3,901,091	37,695
P. & L. surp.	$5,796,393	†5,103,339	12,709,676

*After expenses, depreciation, etc.
‡Excludes Rassick-Alemite Company.
†After $11,607,428 goodwill writeoff.
§After $756,739 adjustment prior year taxes.

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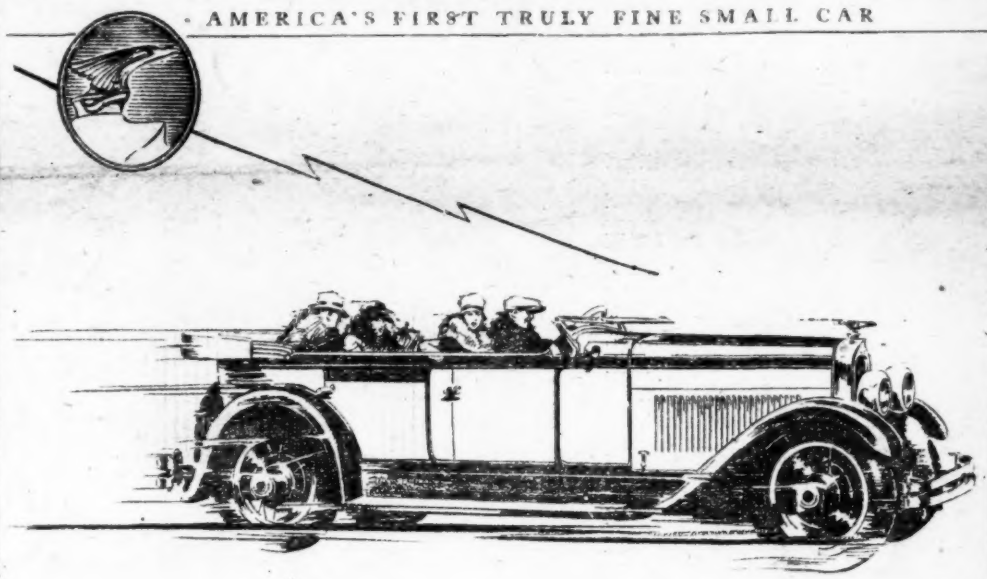
MARMON 8

AMERICA'S FIRST TRULY FINE SMALL CAR



"Last year, Paul Whiteman's orchestra was the center of attraction at the automobile show. This year it was the little Marmon 8."

Thus writes Roy Butler of Butler-Veitch, Inc., Marmon distributors in San Francisco.

The wave of popularity which started at the New York show has gained constant momentum as *"America's first truly fine small car"* has been exhibited at various shows across the country.

Retail sales—3 to 1, as compared with original anticipated allotments.

MARMON MOTOR CAR COMPANY, Indianapolis, Ind.